TOBER 18, 1954

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BROADCASTING TELECASTING

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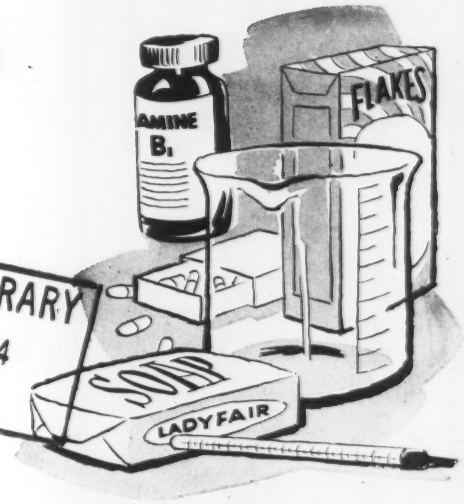
IN THIS ISSUE:

24TH year

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

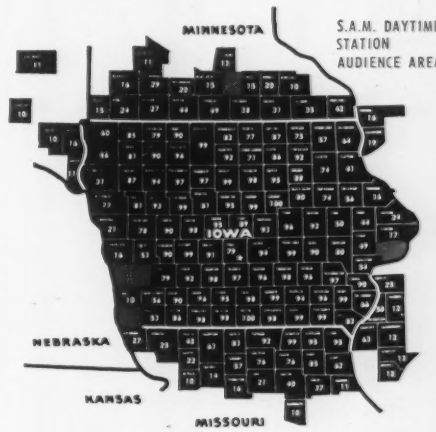


PUBLIC LIBRARY OCT 19 1954 DETROIT

DRUG SALES PERCENTAGES

7.1%	Cedar Rapids	
5.1%	Tri-Cities	
13.4%	Des Moines	
2.0%	Dubuque	
5.8%	Sioux City	
4.6%	Waterloo	
38.0%	TOTAL METRO. AREAS	
62.0%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



S.A.M. DAYTIME STATION AUDIENCE AREA

Iowa has six Metropolitan Areas which, all combined, do 38.0% of the State's Drug Sales, as shown above.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 63,442 homes *all over Iowa* are actually tuned to WHO at 10 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO.

Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA— *Plus* "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

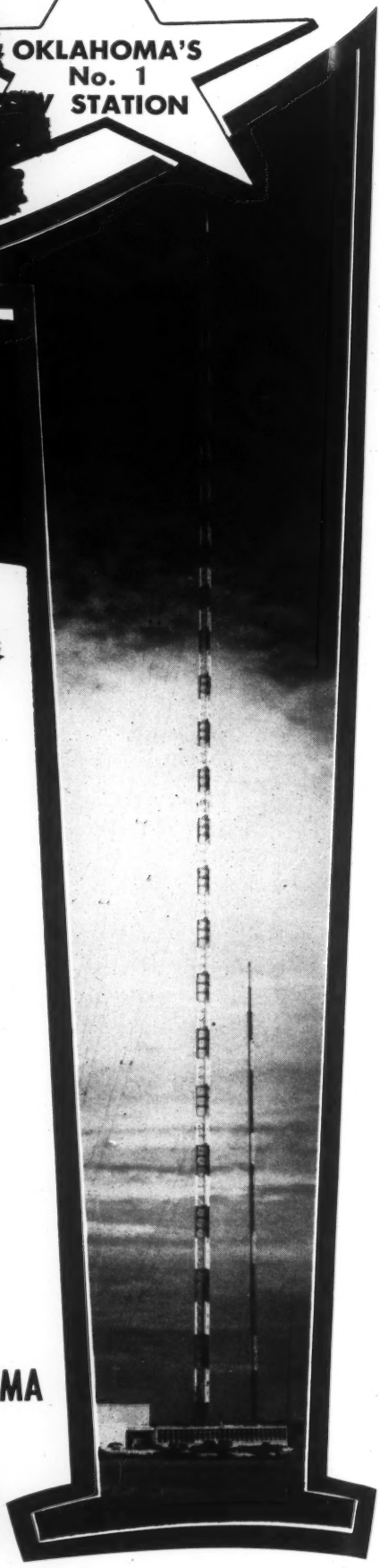
P. A. Loyet, Resident Manager

OKLAHOMA'S
No. 1
STATION

We're Now On the Air with

WORLD'S TALLEST TV TOWER

and 316,000 watts power



That beacon atop *KWTV's* new 1572-foot tower—tallest man-made structure in the world—marks a new era for television in Oklahoma. It lights the way to reception in thousands of homes never before reached by television—a vast audience over a huge area never before reached by any other Oklahoma station! Along with this new tower, with its 12-bay superturnstile antenna and RCA equipment, KWTV brings to advertisers the facilities of its new studios, among the largest and best equipped in the Southwest.

LET KWTV PROVE ITSELF AS YOUR STAR TV SALESMAN IN OKLAHOMA

KWTV OKLAHOMA CITY

CBS

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager

AFFILIATED MANAGEMENT KOMA—CBS
REPRESENTED BY AVERY-KNODEL, INC.

you'll

MISS
PROVIDENCE

without
WHIM!

WHIM
PROVIDENCE
REPRESENTED BY HEADLEY REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

You're in a scoring position all the time!

Your product scores again and again! You enjoy a long winning streak when WGAL-TV's powerhouse carries the ball for you. Use super-powered WGAL-TV to reach a vast, enthusiastic group of rooters—three million people who have an annual effective buying income of $4½ billion, who spend $2⅔ billion in retail sales. *Score everytime with WGAL-TV.*

WGAL-TV

NBC CBS DUMONT

LANCASTER, PA.

316,000 Watts

Representatives

MEEKER TV, INC.

New York San Francisco
Chicago Los Angeles

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

closed circuit

CBS MOVED notch nearer disposition of its minority holdings with signing of contract for sale of its 45% interest in WTOP Inc., to Washington Post Co. last Wednesday. But money ($3.5 million) isn't due until Dec. 15. Meanwhile conversations continued for sale of CBS' 47% interest in WCCO-AM-TV Minneapolis-St. Paul with prospect that *Minneapolis Star-Tribune* (Cowles) will acquire it for about $4 million. With about $8 million in its jeans (it got $236,250 for its 45% interest in KQV Inc.), CBS is considering propositions for another major market tv property.

★ ★ ★

ANNOUNCEMENT expected momentarily of appointment of FCC Comr. Rosel H. Hyde as chairman of U. S. delegation to Mexico to effect final phase of NARBA on distribution of standard broadcast facilities among North American nations. State Dept. has recommended Hyde selection. Comr. Robert E. Lee probably will be his alternate at sessions, now expected to get under way in Mexico City first week in November. Otherwise team is expected to be substantially same as that which evolved agreement with other North American nations in 1950: Joseph M. Kittner, Assistant Chief, Broadcast Bureau; James E. Barr, Chief, Broadcast Facilities Division, and Bruce S. Longfellow, Chief, Allocations and Technical Branch.

★ ★ ★

McCANN-ERICKSON, New York, which was just named by Bulova Watch Co. as its agency (see story page 29), is also being considered by Philip Morris & Co. for its Marlboro cigarettes and Bond Street tobacco. Latter account has approximately $1,500,000 advertising budget serviced by Cecil & Presbrey, New York, and is expected to make definite decision within fortnight.

SELECTION OF two top broadcasters to fill two newly created posts—presidency of Television Advertising Bureau (TvB), and directorship of Quality Radio Group (QRG)—expected to be made within fortnight. Committees designated by each organization to make selections have been screening lists for several weeks and now report they've settled down to semi-finalists. Some of same names are on both lists.

★ ★ ★

ALTHOUGH it is four weeks since FCC adopted proposal permitting single entity to own up to seven tv stations, of which not more than five may be in vhf band [B•T, Sept. 20], all who are eligible to apply for extra two uhf stations are holding cards close to vest awaiting Oct. 22 effective date. All say they are studying markets, but it's understood NBC has eight applications already filled out and signed for undisclosed markets. It will file two when it makes up its mind where to apply. CBS President Frank Stanton in St. Louis tv hearing said CBS would apply for two in the 25th to 50th markets. Others have not indicated what their plans are.

★ ★ ★

INTEREST in uhf, at low ebb following Potter Communications Subcommittee hearings last May-June, is definitely on uptake. New success stories on uhf acceptance, plus network and group owner interest in uhf outlets in better markets, is stimulating activity. They see in uhf same situation which prevailed 20 years ago in am radio when low power locals were all but ignored both by networks and advertising agencies.

★ ★ ★

FIRST NEW staff appointment on FCC since George C. McConnaughey assumed chairmanship is naming of John Fitzgerald, attorney with Federal Housing Administration, to key post of Chief of Opinions and Review, which writes FCC's final decisions. Mr. Fitzgerald, who hails from California, will take over from Sol Schildhause, one of FCC's top lawyers, who has been acting head and will return to Broadcast Bureau. Mr. Schildhause had been assigned as acting chief of Opinions and Review in August 1953 and his work has won praise of Commissioners.

★ ★ ★

E. B. WEISS, merchandising consultant with Grey Advertising, New York, for past 20 years, resigning from agency effective Dec. 31, reportedly to establish his own consultant business.

★ ★ ★

MOTION PICTURE exhibitors, enjoying best box office in 20 years, predict success of big screen theater television on special events basis. Conversely they do not believe home subscription tv will get off ground economically on theory that public won't pay for home service when free programming is available.

★ ★ ★

IF DEMOCRATS win in elections two weeks hence, among important chairmanships in Senate which will shift are: Interstate Commerce (Magnuson of Washington for Bricker of Ohio); Government Operations (McClellan of Arkansas for McCarthy of Wisconsin); Judiciary (Kilgore of West Virginia, who favors divorcement of newspapers and of networks from station ownership, for Langer of North Dakota). In House, new chairmen would be: Interstate Commerce (Priest of Tennessee for Wolverton of New Jersey); Rules (Smith of Virginia for Allen of Illinois), and Judiciary (Celler of New York who opposes ban of alcoholic beverage advertising, for Reed of Illinois).

the week in brief

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DON'T USE KTHS *IF YOU SELL A "Limited Market"*

(Little Rock ONLY, for instance)

DO USE KTHS *IF YOU SELL most or all of Arkansas!*

Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF you want to reach movie stars only — or even if you want to reach regular people *within the city limits of Little Rock only* — don't use KTHS!

KTHS is 50,000 Watts — CBS — broadcasts from the Capital of the State — in the *center* of Arkansas.

With all that, KTHS would automatically get an important audience throughout almost *all* of Arkansas, whether or not we were very good showmen. Actually, with the most costly, inspired and "heads up" programming in the State, KTHS does a magnificent audience job practically all over Arkansas.

If you need listeners only in Little Rock, you don't need KTHS. But if you need listeners *throughout* the State, get our story from The Branham Company.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

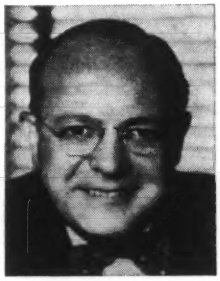
BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

Mitchell Is Expected To Succeed Stronach

PROMOTION of John H. Mitchell to ABC vice president in charge of television network was reported imminent Friday, with Ted Oberfelder understood to be in forefront as his likely successor as vice president in charge of ABC's WABC-TV New York. President Robert E. Kintner, however, stuck to strict silence he has maintained on tv directorship since Alexander Stronach Jr. "resigned" post in far-reaching ABC personnel cutback last month [B•T, Sept. 27]. There were indications that announcement would be made this week, possibly Tuesday.



MR. MITCHELL

Mr. Mitchell, with United Paramount Theatres organization (Balaban & Katz, UPT subsidiary) for many years before UPT merger with ABC in February 1953, was general manager of Balaban & Katz' WBKB (TV) Chicago from 1948 until merger, when he became ABC vice president in charge of that station. In July 1953, he was transferred to New York as vice president and general manager of WABC-TV.

Mr. Oberfelder, on whom speculation centered as potential successor to Mr. Mitchell at WABC-TV, currently is vice president and general manager of WABC New York, and, it was understood, probably would continue to supervise that station for time being in event he is also put in charge of WABC-TV.

LEHMAN LIKES TV

"TREMENDOUS faith in television manufacturers" was expressed to B•T Friday by James B. Downing, treasurer of Lehman Corp., New York investment house, in explanation of company trend during past three months to purchase additional tv stocks. New purchases included 15,000 sh. of Admiral Corp., 10,000 sh. Philco Corp., 5,000 sh. Motorola and 20,000 sh. Calgary & Edmonton Corp. Ltd. During same period, he said, Lehman Corp. dropped from its portfolio following stocks in order to acquire tv shares: 15,000 sh. of Northern Pacific Railway Co., 5,000 sh. R. J. Reynolds Tobacco Co. "B" issue and $3 million of American Telephone & Telegraph Co. 3¾% debentures due 1965.

General Teleradio Plans Fulton Lewis Weekly Films

ACQUISITION of new filmed properties and review of financial success of its package of 30 feature films obtained from Bank of America last spring dominated discussion at meeting of sales representatives of General Teleradio's Film Division in New York, officials reported Friday.

Spokesman said specific details on new properties could not be disclosed but plans are to release weekly film featuring news commentator Fulton Lewis jr. and another centering around exploits of U. S. Marines.

Thomas F. O'Neil, president of General Teleradio, noted feature film package has been sold in 60 markets under contracts bringing return 33% larger than original investment in films.

• BUSINESS BRIEFLY

PAL BLADES BUYS • American Safety Razor (Pal Blades) will be first advertiser to participate in John Blair & Co. national saturation group plan [B•T, Sept. 27] whereby advertisers run 24 spots per week on 45 stations represented by Blair. It also is first time that Pal Blades, through BBDO, N. Y., is using major radio spot announcement campaign [B•T, Oct. 11] since American Safety Razor Co. bought firm in July 1953.

COFFEE TIME • Chock Full O' Nuts Coffee Corp., N. Y., to sponsor weekly quarter-hour show on three New York network flagship stations—WABC, WCBS and WRCA (formerly WNBC)—starting Oct. 23. Program is *Jean Martin Show—Chock Full O' Music.* William Black, Chock Full O' Nuts president, also reported his company intends to extend program's coverage to Connecticut and western Massachusetts. Donahue & Coe Inc., N. Y., is agency.

SECOND SHOT • Special 15-minute program on money-saving tips for car owners, titled "How to Save Money on Your Car," will be presented for second time on ABC Radio, 9:30-9:45 p.m., Oct. 24, by Eugene Stevens Inc., N. Y., on behalf of its book, "How to Double the Performance of Your Car."

MOVIE SOLD OUT • New York Telephone Co., through BBDO, and Duffy-Mott Co., N. Y., through Young & Rubicam, have bought participations in WOR-TV's seven-day-a-week *Million Dollar Movie.* Program is now sold out, with eight advertisers.

FOOD ACCOUNT • Hilton & Riggio, N. Y., expected to announce appointment this week by new food account which probably will use radio-tv spot campaign and possibly participate in tv network show.

NETWORK RADIO GOOD BUY, AAAA TOLD

ADVERTISING agencies were urged by John Karol, CBS Radio vice president in charge of network sales, to scrutinize their media selection carefully and to recommend network radio when conditions dictate it.

Mr. Karol offered this suggestion in talk before Central Council meeting of American Assn. of Advertising Agencies in Chicago (earlier story, page 41), during which he maintained that network radio, along with newspapers, magazines and television, can flourish in "this expanding American economy."

Mr. Karol mildly chided agencies which overlooked network radio in past and in present because clients were "sold in their own minds and emotions on a big splash in television." He declared agency must expose its clients to values of all media, regardless of clients' personal preferences.

He acknowledged that network radio cannot provide "the caviar of $35-per-thousand 'color spectaculars'," but pointed out that such costly investment could create an "unbalanced budget." Radio, he continued, provides "the every-day meat and potatoes that keeps business alive and healthy." In this connection, he noted that top 25 firms in U. S. are "all big users of network radio today."

Outlining various programming approaches that have been designed by networks to make radio more attractive for advertisers, he called upon agencies to examine potentialities of medium in relation to their clients' overall advertising schedules.

"Radio is now being sold on the basis of what it delivers—within the framework of its potential," Mr. Karol asserted. "The potential is enormous, the delivery is huge, the cost is low."

George Frey, NBC vice president in charge of tv network sales, predicted television station clearance problem which has created headaches for agencies, advertisers and networks "will pretty much have disappeared by the end of 1956." He forecast there would be 430 tv stations by end of this year, 525 by end of next, and 600 by end of 1956—and that by latter date "75% of all U. S. homes will be looking at television."

Regarding color, he predicted 25,000 color sets in use by end of 1954, 350,000 year later, and 2,130,000 in 1956. These estimates, he said, are "conservative." Mr. Frey reviewed NBC-TV's "magazine concept" of selling, designed to attract small-budget advertisers as well as large ones, and reported that 13 advertisers had bought NBC Television network time at cost of less than $10,000.

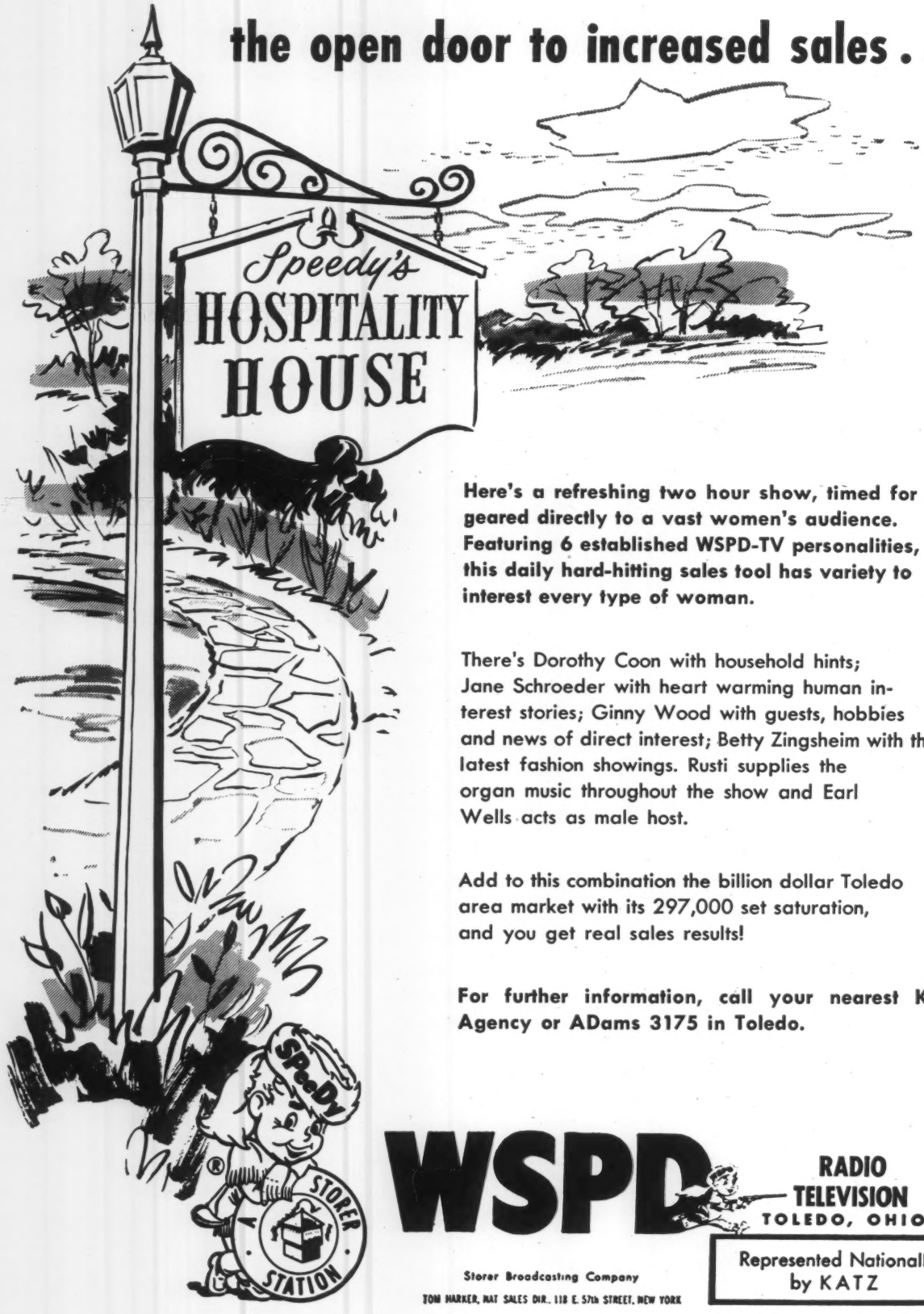
Printed media executives were aligned against radio-tv network vice presidents during panel session Friday on merit of cost-per-thousand measurements in broadcasting.

Controversy sparked by Vernon Myers, publisher, *Look,* who claimed argument could be made for magazines reaching more people economically than any other medium and questioned cost-per-viewer studies. Walter Kurz, general advertising manager, *Chicago Tribune,* called for more stress on how to sell merchandise, less on cost-per-thousand concept.

Mr. Frey, of NBC-TV, raised question whether cost-per-thousand in television should be as low as in other media, including radio, because of impact, adding that "so many advertisers have felt direct results" from visual medium.

Mr. Karol, CBS Radio, scored magazine measurements (Starch, others) as "archaic." He said cost-per-thousand advantage of radio is "statistical fact." Mr. Karol lauded latest Videotown study [B•T, Oct. 11], noting increased attention to all media and adding that it makes "competition keener." Mr. Karol, in response to query, acknowledged that as tv penetrates further, more radio stations will be tempted to accept off-rate-card business.

the open door to increased sales . . .



Here's a refreshing two hour show, timed for and geared directly to a vast women's audience. Featuring 6 established WSPD-TV personalities, this daily hard-hitting sales tool has variety to interest every type of woman.

There's Dorothy Coon with household hints; Jane Schroeder with heart warming human interest stories; Ginny Wood with guests, hobbies and news of direct interest; Betty Zingsheim with the latest fashion showings. Rusti supplies the organ music throughout the show and Earl Wells acts as male host.

Add to this combination the billion dollar Toledo area market with its 297,000 set saturation, and you get real sales results!

For further information, call your nearest Katz Agency or ADams 3175 in Toledo.

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Witnesses Announced For Crime Program Probe

WITNESSES who will appear before Senate Juvenile Delinquency subcommittee tomorrow (Tuesday), first day of two-day hearings on crime tv programming (see story, page 63), as announced Friday, will be:

Morning (9:30 a.m.)—Richard Clendenen, executive director of subcommittee; John S. Hayes, president, WTOP-TV Washington; Merle S. Jones, vice president, CBS-TV.

Afternoon (2 p.m.)—Al Hodge, star of *Captain Video* (DuMont); Pat Michael, m.c., *Magic Cottage* (DuMont); Leslie G. Arries Jr., manager, WTTG (TV) Washington; James L. Caddigan, programming and production director, DuMont Tv Network.

Incomplete list of Wednesday witnesses includes: Joseph V. Heffernan, vice president, NBC; Robert H. Hinckley, vice president, ABC; Harold E. Fellows, president, NARTB.

Arkansas Tv Co. Gets Nod

SOLE tv action by FCC Friday before noon closing at approach of Hurricane Hazel was report of initial decision by Examiner Fanney N. Litvin proposing to grant ch. 11 at Little Rock, Ark., to Arkansas Television Co. Firm is composed of KTHS 42%, *Arkansas Democrat* 42% and National Equitable Life Insurance Co. 16%. Decision was made possible by dismissal of competitive bid by Arkansas Telecasters Inc. due to "changed economic conditions" [B•T, Oct. 11].

Arkansas Telecasters, composed of four Little Rock businessmen of whom three have interests in KXLR North Little Rock, was reimbursed $60,000 to cover expenses. Examiner cited expenses as follows: Legal fees and costs, $17,408.74; telephone and telegraph, $2,242.21; rent and utilities, $2,400; hearing transcripts, $361.50; travel and entertainment, $2,130.43; photography, mapping, aerial costs, $1,086.40; engineering fees and costs, $2,113.23; program consultants fees and costs, $1,353.05; option payments on land, $2,780; office salaries, $10,433.98; office supplies, $1,577.38; organization and management fees, $15,600; postage, freight and mailing, $600; taxes, $58.01; dues and subscriptions, $400; exhibit preparation, $1,050.27. Total $61,595.20.

RCA 'Memory' Patents

U. S. Patent Office has granted six patents relating to RCA's magnetic memory which can "memorize" or "recall" bits of information in few millionths of second for high-speed computers, RCA announcing over weekend. Advanced memory device is result of several years pioneering work by RCA scientists and publicly described last August by Dr. Jan A. Rajchman, member of David Sarnoff Research Center, Princeton, N. J. Since then, RCA notes, magnetic memory has won wide acceptance as effective means of storing information and has become key element in nearly all high-speed computers now being produced or developed.

Radiation Comments

TO ALLOW completion of technical research, FCC Friday extended until Jan. 3, 1955, its deadline for comments on proposed rules to govern restricted radiation devices [B•T, April 19]. Interim comments, however, are requested by Nov. 15. Further postponement was asked by RETMA whose Engineering Dept. is completing technical studies on incidental radiation problems.

NEW YORK DEBUT

FIRST public speech since becoming FCC chairman will be made by George C. McConnaughey at Oct. 28 luncheon meeting of Radio & Television Executives Society in New York. Meeting will be held at Hotel Biltmore. At same session, RTES will be host to National Assn. of Educational Broadcasters, which will be holding its annual convention in New York at that time.

Improved Radio-Tv Programs Urged at Dist. 11 Meeting

PUBLIC interest programming should not be treated as "step child," Frank P. Fogarty, WOW-TV Omaha, told NARTB District 11 (Minn., S. D., N. D.) delegates Friday at Minneapolis meeting (see NARTB story page 40). Appearing as radio guest speaker he said, "if it's in the public interest, the public is interested." He called for realistic management, with systems, procedures and jobs clearly laid out on organizational chart.

Tom Barnes, WDAY-TV Fargo; Joseph L. Floyd, KELO-TV Sioux Falls, and District Director F. E. Fitzsimonds, KFYR-TV Bismarck, comprised tv panel. Registration at meeting totaled 69.

Resolutions followed pattern of previous district meetings. Members of Resolutions Committee were Jack Dunn, WDAY Fargo, chairman; Don Sullivan, WNAX Yankton, and C. T. Hagman, WDGY Minneapolis. Radio guest at District 11 session was Ben Sanders, KICD Spencer, Iowa, who also was guest at District 9 meeting early in week. Mr. Sanders called for comprehensive local news programming along with carefully selected music in advocating new ideas needed to prevent radio from becoming outmoded.

WSM-TV Plans Tall Tower

WSM-TV Nashville, Tenn., operating on ch. 4 with full ERP of 100 kw visual, filed application with FCC to build what it claims will be tallest tv tower in South, 1,340 ft. above ground and 2,200 ft. above sea level. New site is about 10 mi. northwest of city on 1,800 acre tract acquired on 860-ft. hill. Estimated construction cost, according to Edwin W. Craig, board chairman of National Life & Accident Insurance Corp., WSM-TV owner, will be $500,000. WSM-TV's present tower is 578 ft. above ground, 1,298 ft. above sea level.

UPCOMING

Oct. 19: Senate Juvenile Delinquency subcommittee hearing on tv programming, Washington.

Oct. 19: NARTB Convention Committee, Mayflower Hotel, Washington.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

For other Upcomings see page 131.

PEOPLE

RICHARD CARLTON named vice president in charge of operations and **HAL TULCHIN** as vice president in charge of production, Sterling Television Co., N. Y., tv film distributor. Mr. Carlton has been with Sterling since 1952, when he was made agency sales manager. He became operations manager earlier this year. Mr. Tulchin joined in 1951 and served in number of capacities before being named general manager in 1953.

ROLAND F. HOWE JR., with Ruthrauff & Ryan, N. Y., since 1948, appointed manager of radio and television production department.

ROBERT D. WOLFE, vice president in charge of Kenyon & Eckhardt Hollywood office, resigned Friday. With agency for past 13 years, he was associate director of radio-tv in New York before transferring to Hollywood six years ago.

JOHN SAVAGE, formerly WKDA Nashville, joins WSIX that city as radio commercial manager. **E. S. TANNER** will be WSIX-TV commercial manager with **ROBERT D. SANFORD JR.,** president, serving as general manager of WSIX-AM-TV.

Hurricane Hazel Is Job For Engineers, Newsmen

HURRICANE Hazel kept radio-tv engineers jumping Friday evening to keep stations on air and to restore service where damage occurred. In Washington, at 6:30 p.m. just after eye had passed over city, two tv stations were off air, WMAL-TV and WTTG (TV), while WNBW (TV) and WTOP-TV were still operating. About 5:30 p.m. employes were evacuated from top floors of WTOP's Broadcast House on hill in northwest section as winds hit 90 mph. Tv tower was swaying but stood. WTOP-TV was off air earlier short time due to power failure.

Record wind of 98 mph was registered at 5 p.m. at National Airport. Several area radio stations were off air for various times due to power failures. These included WRC, WGMS, WEAM (Arlington, Va.) and WPIK (Alexandria, Va.). WPIK, daytime outlet, stayed on air after regular signoff to air bulletins until finally knocked off by storm. WWDC, WOL, WOOK, WTOP, WMAL were able to continue regular service.

Since Hurricane Hazel was expected to strike New York area after dark Friday, radio and television networks made no plans for extensive coverage but kept personnel, including camera crews, on alert basis in event of unusual developments. But at least one independent station—WPIX (TV) New York—was unfazed by darkness and made arrangements to borrow two Army anti-aircraft searchlights for use in coverage of hurricane from City Island and Rockaway Beach, L. I. Starting late Thursday, radio and television networks and stations along eastern seaboard presented regular bulletins on progress of hurricane and special eye-witness reports from struck areas.

WTOP-TV Goes to Limit

WTOP-TV Washington was to begin operation on 316 kw ERP—maximum permitted for ch. 9—Saturday morning. New power will enlarge Class A coverage area by 67%, according to station.

GE Earnings Set Record

GE earners for first nine months of 1954 reached record $140,691,000, President Ralph J. Cordiner has announced. This is 20% increase over same period last year, Mr. Cordiner said.

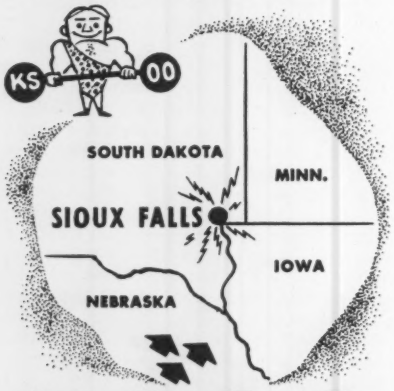
BILLION DOLLAR
FARM MARKET
BEST REACHED
by
KSOO

99.53% of farm homes have radios

MARKET FACT NO. 3

One of world's richest farming areas. Land is fertile — productive. Average farm income $10,660 . . . over 50% greater than U. S. average. KSOO delivers saturation coverage of this Sioux Empire having $1,311,209,500 gross income in 1953. That's buying power!—best reached by KSOO . . . No. 1 in Sioux Falls.

The Dakotas' Most Powerful Radio Station!



KSOO
Sioux Falls, S. D.
Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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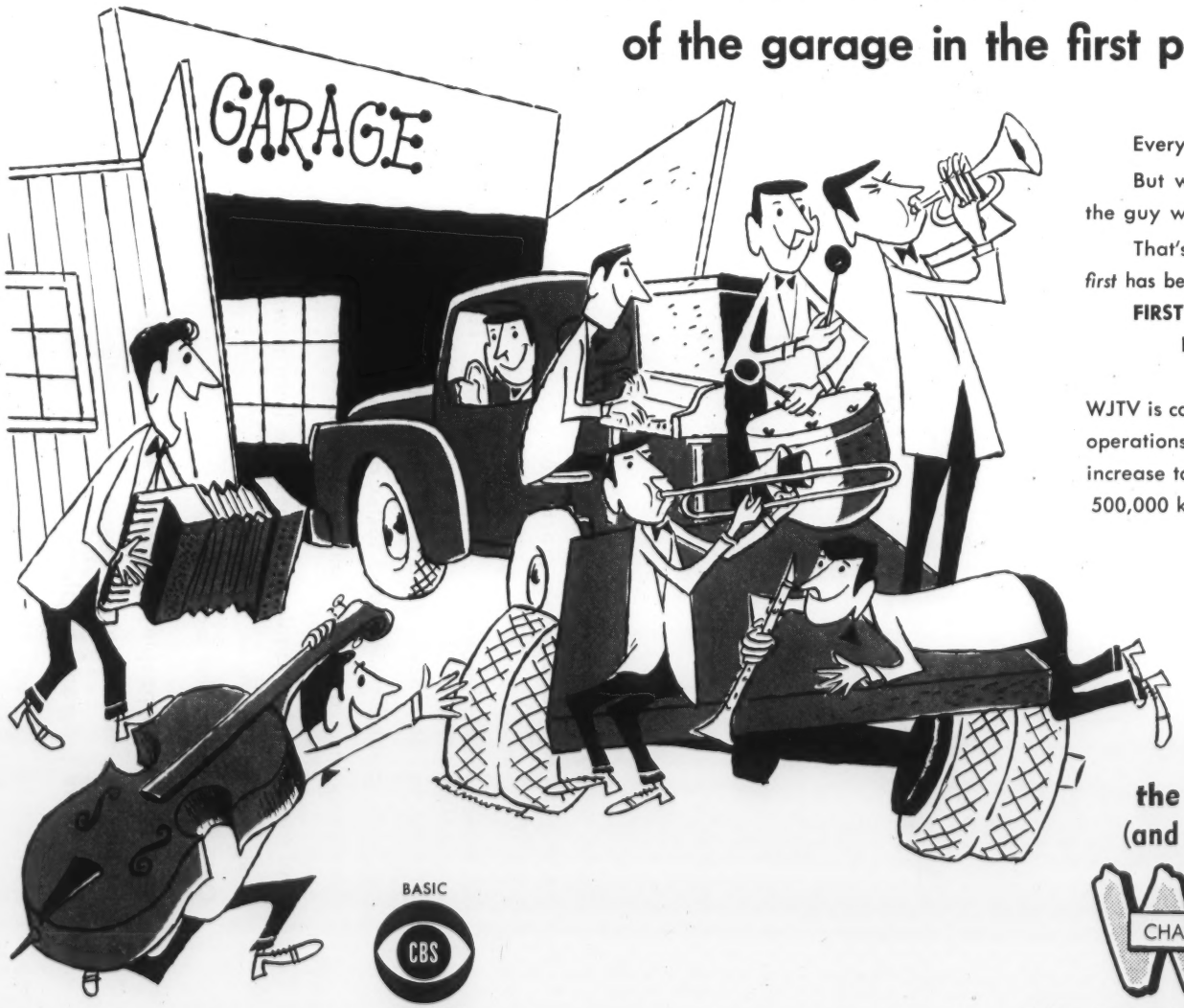
Anybody can hop on a bandwagon
. . . the fellow to watch is the one who backed it out of the garage in the first place!



Everybody loves a bandwagon . . . everybody hops on one.

But what's so special about that? The real credit belongs to the guy who first gets the bandwagon on the road.

That's the kind of operation you find at WJTV. Doing things *first* has become a matter of routine now. Already

FIRST in size of audience

FIRST in programming

FIRST in experience and know-how,

WJTV is continuing its trail-blazing with one of the first satellite operations in the country. Add to that its recent power increase to 250,000 kw . . . and its planned increase to 500,000 kw by January 1 . . . and you've got . . .

the station to watch
(and nearly everyone does)

BASIC CBS AFFILIATE and DUMONT

WJTV
CHANNEL 25 • JACKSON, MISS.

Mississippi's FIRST Television Station

Owned by Mississippi's two statewide newspapers The Clarion-Ledger • JACKSON DAILY NEWS Jay Scott, General Manager • Frank Willis, Commercial Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY

make selling news...

Every survey we've ever seen shows that radio listeners—and that's practically everybody in the country—prefer news over all other types of programs on the air.

And no wonder. Radio reports the news accurately, concisely, completely. . . and faster and more frequently than any other source of news.

And the men who handle news best are local newscasters. Only **they** edit the news for **local** listeners. Only **they** report the **local** news.

So capitalize on people's preference for news by placing your selling messages in the outstanding local news programs on these leading stations:

...with local news!

WSB	Atlanta	NBC
WFAA *	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC *	Houston	NBC
WJIM	Lansing	NBC / ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI *	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Iowa	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

ABC Pacific Radio Regional Network

* Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO

BATON ROUGE

THE SOUTH'S

Fastest Growing Market!

the FIGURES

POPULATION

1940 88,415
1953 197,000

RETAIL SALES

1940 ..... $ 20,251,000
1953 ..... $184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH • WORLD'S MOST COMPLETE OIL CENTER • AMERICA'S MOST BEAUTIFUL STATE CAPITOL • HOME OF LOUISIANA STATE UNIVERSITY • FARTHEST INLAND DEEP WATER PORT

Baton Rougeans are among the highest paid workers in the country—with the highest per capita income in Louisiana. To reach this rich petrochemical market, put your message on WAFB-TV. We have, since April 1953, given Baton Rouge entertainment from all 4 networks, as well as our own first-rate local shows. To have your sales message delivered to your potential customers in this area, contact:

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

**East Baton Rouge Parish, Survey of Buying Power, 1954*

WAFB-TV

CHANNEL 28
BATON ROUGE, LA.

IN REVIEW

HONESTLY, CELESTE!

Production Cost: $23,000
Sponsor: Bristol-Myers Co.
Agency: Young & Rubicam
Network: CBS-TV
Time: Sun., 9:30-10 p.m. EST
Cast: Celeste Holm, Scott McKay, Jeoffrey Lumb, Mary Finney, Mike Kellin, Henry Jones
Producer-Director: Joseph Sciebetta
Writers: Larry Gilbart, Hal Collins

IN PREPARATION for her new comedy series on CBS-TV, in which she plays a fledgling reporter, Celeste Holm paid several well-publicized visits to newspaper offices to acquaint herself with the real McCoy. It is a pity that Miss Holm did not take her writers with her.

Honestly, Celeste! bears no resemblance to newspapering, or to anything else—save possible Mack Sennett at his worst. The first of these half-hour presentations featured the identical suitcase gag which has been around almost since the invention of the suitcase.

In this instance one bag belonged to Miss Holm and contained, well, Miss Holm-type

garments. The other belonged to a recently released convict and contained the swag he had cached before he was caught. The bags were switched repeatedly until the ex-con was discovered and hustled back to jail and Miss Holm was installed as an established crime reporter on *The New York Express*, a mythical, not to say unbelievable, newspaper.

Miss Holm has charm and acting ability which project well on television. But no amount of either could salvage a show burdened with the kind of material given her on her opening program.

IMOGENE COCA SHOW

Production Cost: $40,000.
Sponsors: Lewis Howe Co., through Dancer-Fitzgerald-Sample; Griffin Mfg. Co., through Bermingham, Castleman & Pierce; Johnson & Johnson, through Young & Rubicam; SOS Co., through McCann-Erickson.
Network: NBC-TV
Time: Sat., 9-9:30 p.m., 3 weeks out of 4.
Star: Imogene Coca
Producer-Director: Marc Daniels
Musical Director: George Bassman
Choreographer: John Butler
Writers: Lucille Kallen, Ernest Kinay, Max Wilk
Scenic Designer: Kathleen Ankers
Costume Designer: Sal Anthony
Guests (Oct. 9): John Emery, Louella Gears

IMOGENE COCA, one of NBC-TV's most talented stars, came back to television this season with her own *The Imogene Coca Show*. So did her long-time teammate, Sid Caesar, with whom she played so wonderfully in past seasons on *Your Show of Shows*. From Miss Coca's standpoint it is regrettable that this duet ever came to an end.

Miss Coca's current vehicle is a half-hour Saturday evening show. If the Oct. 9 telecast was typical of things that are to come, it only prompts the thought that not as much work, strain and stress are poured into network productions as news releases would have you believe. On this particular show so little use was made of the comic talent of the leading lady that it seemed NBC had lost its sense of comedy altogether. Instead of supplying the star with a healthy script and a supporting cast schooled in playing comedy with an energetic comedienne, Miss Coca inherited a trite, nearly sentimental yarn that bore a disturbing resemblance to "soap opera," along with a handful of colorless actors of limited talents.

It was sheer waste. Miss Coca is a comedienne capable of delivering a good solo performance such as was illustrated in a brief scene when she gave out with a throaty rendition of "Temptation" in her bar-room singer role. This sort of thing is far more suitable to her particular talents than the drivel that preceded and followed it.

The production on the show was not up to the usually high network standards, either. At one point, for example, some small business Miss Coca was working out with her hands was lost because of poor camera work. The gag, needless to say, was lost too. The script was hopelessly weak. The threesome who wrote the show missed understanding that a broad comedienne is helpless when she is handed a jumbled script with which to work.

THE SEARCH

Production Cost: $20,000.
Network: CBS-TV
Time: Sun., 4:30-5 p.m. EST
Narrator: Charles Romine. Also Walter Cronkite and Eric Sevareid
Producer: Irving Gitlin
Director: Heinwar Rodakiewicz, Franklin Schaffner and others
Writers: Stephen Fleischman, Al Wasserman, Arthur Zegart, others
Cast: Scientists, teachers, students at the universities. No professionals

EDUCATIONAL television at its best, that's *The Search*, CBS-TV's new weekly series based on significant research projects currently in progress at leading universities, which had its premiere yesterday (Sunday).

The two years of preparation reportedly expended on the series has borne fruit, judging by the initial program yesterday and advance viewing of portions of future stanzas. Unlike some educational tv ventures that have a sermon to preach and preach it, *The Search* tells its story with forceful dramatic impact, never propagandizes but keeps in mind that its primary function is to educate.

On the premiere program, *The Search* dealt with the work of Dr. Wendell Johnson's speech clinic at the U. of Iowa. With Charles Romine serving as reporter and narrator, the episode outlined new ideas which give hope of one day eliminating stuttering from among man's afflictions. A semblance of drama was sustained throughout the program by the study of a little boy whose parents feared he was a stutterer. It was brought out that he was not afflicted, but the point was unmistakably made that new stutterers are being created each day by unknowing parents. The program offered tips to parents on how they can help prevent their children from becoming stutterers.

This program is "must" viewing on Sunday afternoon for those curious about the world around us.

Leopards may want to— our customers don't

It may be frivolity that makes the leopard want to change his spots, but the wise advertiser today knows that if he wants to *move goods now*, the best way is to buy *spot radio, on key stations*—and stick by the spots. It doesn't take many good stations to reach just about everybody. WJR alone, for instance, reaches some 10 per cent of U. S. buying power — more than 15 million people. Ask your Henry I. Christal man for details on WJR.

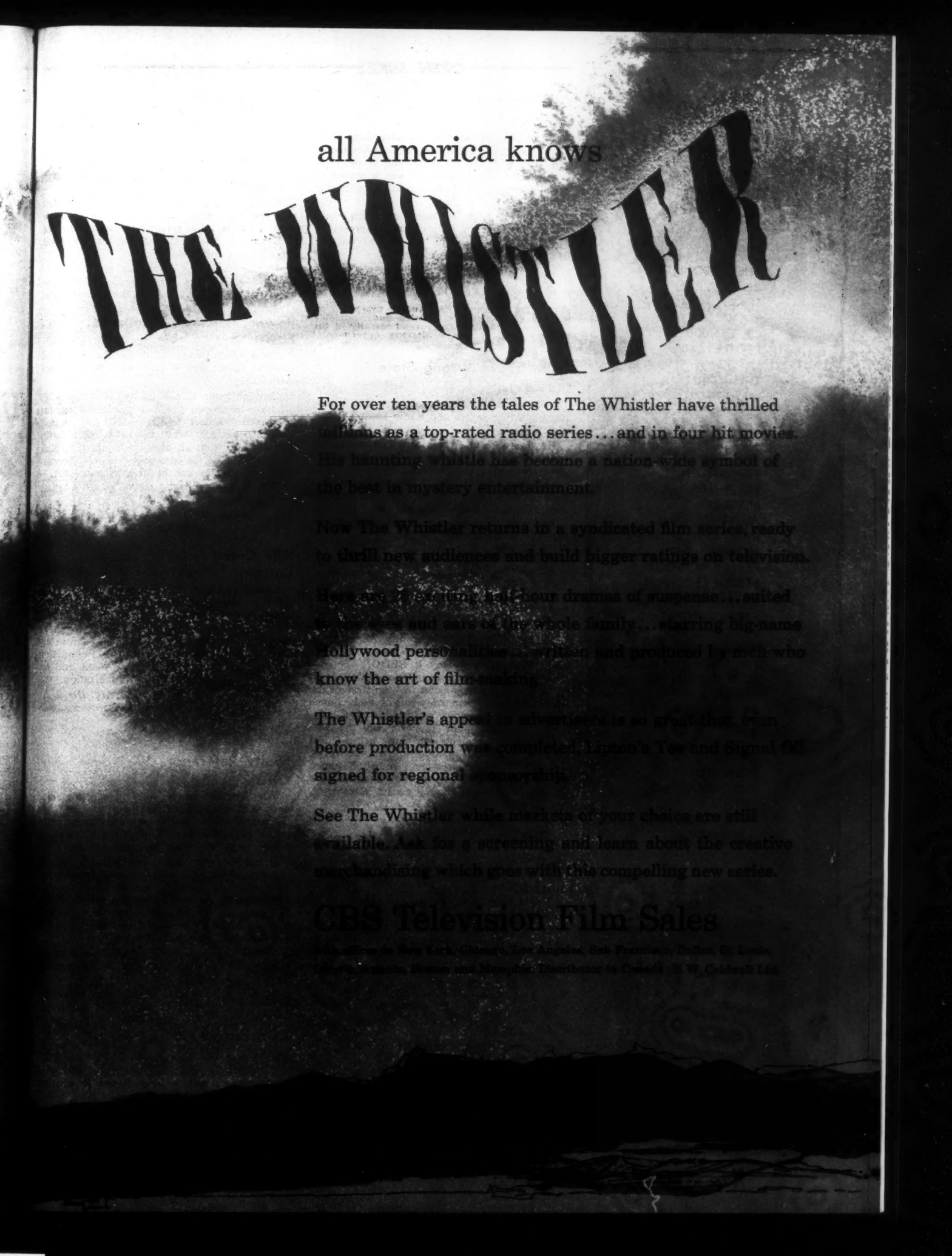
The Great Voice of the Great Lakes

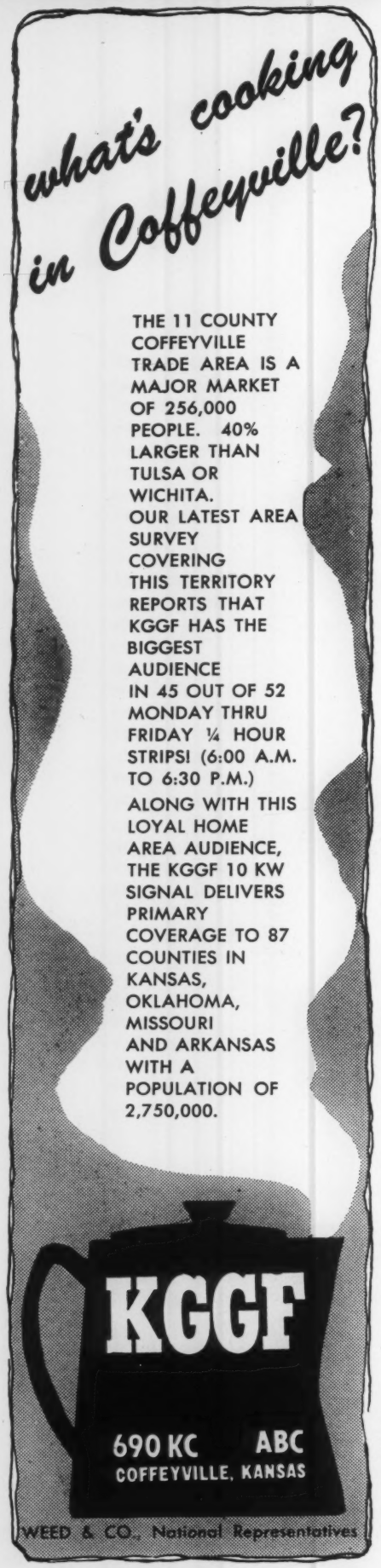
WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers


all America knows
THE WHISTLER
For over ten years the tales of The Whistler have thrilled millions as a top-rated radio series... and in four hit movies. His haunting whistle has become a nation-wide symbol of the best in mystery entertainment.
Now The Whistler returns in a syndicated film series, ready to thrill new audiences and build bigger ratings on television.
Here are 78 exciting half-hour dramas of suspense... suited to the eyes and ears of the whole family... starring big-name Hollywood personalities... written and produced by men who know the art of film-making.
The Whistler's appeal to advertisers is so great that, even before production was completed, Lipton's Tea and Signal Oil signed for regional sponsorship.
See The Whistler while markets of your choice are still available. Ask for a screening and learn about the creative merchandising which goes with this compelling new series.
CBS Television Film Sales
Sales offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Cleveland, Atlanta, Boston and Memphis. Distributor in Canada: S. W. Caldwell Ltd.


what's cooking in Coffeyville?
THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

OPEN MIKE

Car Pool

EDITOR:

Thanks to your automotive advertising story in the Oct. 4 issue, I'm five bucks richer today. The identity of the car at the top of the right panel in the box on page 27 was a matter of dispute around our shop. I won the pool that resulted.

There's one point, of course, on which everybody at our agency is in complete agreement. The best looking car in the pictures was the Buick.

John Marsich, Timebuyer
Kudner Agency
New York

[EDITOR'S NOTE: As the Kudner timebuyer on the Buick account, Mr. Marsich understandably neglected to mention the correct identity of the mystery car. It was a Mercury experimental model.]

Right Show, Wrong Store

EDITOR:

Your issue of Oct. 4 carries a fine article regarding Bob Miller and Radio Station WAIT of Chicago.

However, we must point out that our client, Lane Bryant of Chicago, is the department store sponsoring the "Liberace Program," and as a tie-in created the "Liberace Room" on their second floor, not the store erroneously named in this article.

Just goes to show—mistakes can happen in the *best* of magazines!

Rudy Orisek
Rudio Productions
Chicago, Ill.

Plymouth's Agency Is Ayer

EDITOR:

At the top of the third column on page 28 of your Oct. 4 issue the statement is made that "Plymouth's agency is BBDO."

This is incorrect. Ayer is Plymouth's agency.

I know that it is difficult to keep straight the ever-changing lineup of agencies and clients, and I hope you won't regard this as a complaint over a minor matter. But the fact is that such statements can cause a great deal of confusion in our relationships with networks, agents and package producers, and so it seemed important to bring this to your attention, We have been Plymouth's only agency since 1943.

Richard P. Powell
Vice President
N. W. Ayer & Son,
Philadelphia

Ward vs. Kinsey

EDITOR:

I read in the Oct. 4 issue that you can hear around Mutual that the Ward survey will do for am radio what the Kinsey survey did for sex.

But was sex threatened by the impact of television?

Bill Ladd
Radio-Tv Editor
Courier-Journal *and* Louisville Times

Record Check Needed

EDITOR:

On Aug. 25th we wrote the following letter to each of the leading record companies:

"Gentlemen:

"Do you have a test record for frequency response and distortion measurements, pressed in the 45 rpm size? Since many record companies' releases are now arriving on 45 rpm discs we have no method of checking the performance of our turntables. Under the present set-up, I am sure the quality of the 45's suffers in comparison to 78's and 33's.

"If you have such, will you please ship us one."

We received only one answer to these letters and this letter stated they have no such record. Perhaps the record companies are not interested in the radio stations doing a good job of broadcasting 45's.

D. C. Summerford
Gen. Mgr. & Technical Director
WKLO-AM-TV Louisville, Ky.

Power Plan Wins Approval

EDITOR:

Just a word of appreciation for the wonderful publicity given the Community Broadcasters Assn.

Through your article in B•T on Sept. 27, we have developed tremendous interest in this nationwide project to increase local station power from 250 watt to 1,000 watt, with broadcasters from all over the country writing in approving of the idea and seeking information on how they can be of assistance. . . .

F. E. Lackey, Pres. & Gen. Mgr.
WHOP-AM-FM Hopkinsville, Ky.

ARF Credit

EDITOR:

I have read with interest your editorial, "The All-Pervasive Medium" [B•T, Oct. 4]. As usual, it had a good tone, but I was a little disappointed that everybody seemed to get a plug except the ARF. As you know from releases of last spring, it was the Foundation that worked out the preliminary plans and retained Politz as the research organization.

A. W. Lehman, Mg. Dir.
Advertising Research Foundation
New York

Faulty Reference

EDITOR:

Why do radio newscasters, in reporting some news-worthy statement that has been made on the air, invariably refer to it as having originated on television, even though the original interview was carried on both radio and tv?

It has been my observation that this practice is followed by both networks and independent stations whose primary interest is radio, not television. It certainly gives a false emphasis, especially to the thousands of listeners who may have heard the original statement or interview on their own radio sets.

Let us hope that radio newscasters will discontinue this thoughtless way of depreciating their own medium.

Horace E. Thomas, President
KMYC Marysville, Calif.

Upcoming Aid

EDITOR:

. . . In case no one has told you, your UPCOMING feature is a great aid to me and the broadcasters I know.

Bob Lee
Executive Representative
Associated Press
Nashville, Tenn.

In Southern New England THE MAJORITY TUNE TO TEN!

Powerful CHANNEL 10 Providence!

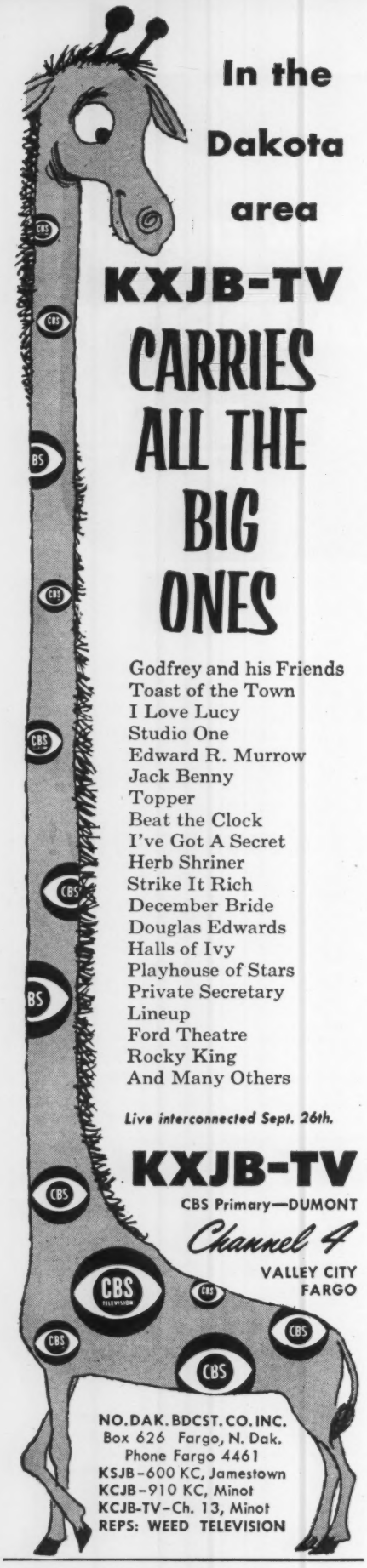
Yes, Sir—
There's No Business like "Live Local" Show Business on

WJAR-TV CHANNEL 10

NBC — Basic
ABC — Dumont — Supplementary

Here are 17 Good Reasons Why!

Title of "Live" Local Show	Talent	Time
BREAKFAST AT THE SHERATON Only daily "live" remote in New England	Nancy Dixon Ken Wheeler 3 M's	Mon.-Fri. 9 to 10 A.M.
CHILDREN'S THEATER The puppets moppets love	Ted Knight	Mon.-Fri. 5 to 5:30 P.M. Tu., W., Th. 5 to 5:15 P.M.
GADABOUT GADDIS Fishing hints and films	Gadabout Gaddis	Friday 10:45-11 P.M.
HUM & STRUM New England's favorite harmony team—30 years in show business	Max Zides Tom Currier	Mon.-Fri. 12-12:15 P.M. Monday 11:15-11:30 P.M.
INTERMEZZO Haunting piano melodies	Al Borelli	Saturday 6:30-6:45 P.M.
LET'S GO SHOPPING Southern New England's TV Shopping Guide	Alice Jackson	Mon.-Fri. 1:00-1:30 P.M.
THE LATE NEWS Up to the minute—live and film	Russ Van Arsdale Art Lake	Mon.-Fri. 11:00-11:10 P.M.
MAYOR'S TRAFFIC SAFETY PROGRAM Time to save lives	Grace Black	Tuesday 5:00-5:15 P.M.
N. E. TALENT CLUB Show case for talented amateurs	Russ Emery Rainbow Trio	Mon.-Fri. 6:30-6:55 P. M.
THE OLIVE TINDER SHOW News of the woman's world	Olive Tinder & Pam	M, W, F 2:30-3:00 P.M.
SUNDAY SUPPLEMENT Family entertainment-family devotion	Betty Adams	Sunday 10 A.M.-12 Noon
SUGAR 'N SPICE Good eating ideas and tasty recipes	Betty Adams	M, W, T, F 2:00 to 2:30 P.M.
TIP TOP CIRCUS 3-ring kiddy attraction	Rikky the Clown	Friday 6:00-6:30 P.M.
TODAY IN N. E. Morning News—served crisply	Ted Metcalf	Mon.-Fri. 7:25-7:30 A.M. 7:55-8:00 A.M. 8:25-8:30 A.M. 8:55-9:00 A.M.
TV SPORTS PAGE Inside sports stories—interviews by R. I.'s senior sportster	Warren Walden	Mon.-Fri. 7:15-7:30 P.M.
WEATHER SHOW Charming weathercasts	Nancy Byers	Mon.-Fri. 6:55-7:00 P.M. 11:10-11:15 P.M.
WILDLIFE IN R. I. Animals and birds in natural habitats	Roland Clement	Thursday 5:15-5:30 P.M.



our respects

to IVAN BYRON HILL

HERETOFORE head of his own advertising agency for 13 years and a pioneer in Midwest daytime tv activities, Ivan Byron Hill last Oct. 1 became executive vice president of Cunningham & Walsh's new Chicago office, which stemmed directly from a merger with his own organization. He brought with him a career dotted with broad experience in network, station, agency, station representative, tv package and other circles.

Coming from a small agency, which avoided the departmentalization motif common in agency circles in recent years, he brings forward an assortment of experiences that should well serve C & W's creative and production entities in New York via the group or "team" setup.

Firm Believer

Mr. Hill is a firm believer in the small agency and in advertising as a profession, if only because he was schooled in its traditions and speaks feelingly of its capacities. A tenet of his philosophy: "The real trick of this business is to be a professional and financial success without compromising your convictions."

Ivan Byron Hill is a native of Baton Rouge, La., born Feb. 27, 1907. At the age of five, he moved with his family to Prescott, Ark., where he attended grammar and high school.

Most of Mr. Hill's early training was concentrated in business schools. He went to Phillips U. in Enid, Okla., where he majored in social sciences during 1925-26. From there he shifted to the U. of Washington in Seattle in 1927-28. He was graduated from the U. of California at Los Angeles in 1932.

During the spring and summer months from 1925 to 1932, he represented private schools as a sales manager. In fact, he was so interested in this field that he, together with his brother-in-law, helped develop business schools in Dodge City, Iowa, and Little Rock, Ark.

After UCLA, Mr. Hill decided advertising was his natural bent. While he wanted to go with William Randolph Hearst's enterprises, he put aside the desire for a spell. His formal business career started with a year on the *Santa Monica Outlook* (Copley Press).

In 1933 Mr. Hill joined KFAC Los Angeles as a salesman. The following year he became associated with Walter Biddick Co., then serving as West Coast representative for Free & Sleininger, the predecessor of Free & Peters, the national station representative firm. After a year there, he moved to the Los Angeles Chamber of Commerce.

The late Louis Allen Weiss, who pioneered with Don Lee Broadcasting System and later entered government service with the former National Production Authority, while still a consultant with Hughes Aircraft, Los Angeles, induced Mr. Hill in 1938 to cast his lot with that regional network in a sales capacity. Mr. Hill was hired to provide some stimulus in retail sales locally, a task at which he acquitted himself admirably.

It was not until 1940 that Mr. Hill actually entered the agency field. When he did, it was with Russel M. Seeds Co. as an account executive handling research on Armand Co.'s shave cream. After a year at Seeds he was ready to open his own agency, taking the Armand account (which he resigned at Ivan Hill Inc. two years ago).

The Hill agency gradually expanded, taking on a number of other accounts, including James H. Black Co. (Duncan Hines salad dressing), Ivo Inc. (an insect repellent), Kitchens of Sara Lee (coffee cake, pound cake), Kraml Dairy, Monark Silver King (bicycles and lawnmowers) and Parafined Carton Assn.

About five years ago, Mr. Hill decided to set up his own package production firm—Personality Features Inc., which through the years has owned programs and reaped a rich harvest. During that time, the firm programmed anywhere from a minimum 7½ to 18 hours of shows each week on three Chicago stations—WBKB (TV), WGN-TV and WNBQ (TV). The most famous: *Creative Cookery, Garfield Goose* and *Fun in Features.*

All Over The Dial

These shows were designed to capture the Chicago daytime tv program market—and virtually did, in a sense. At least, they were all over the tv dial. Mr. Hill's organization, which had Francois Pope and his *Cookery* cast under a 50-year contract (good until Mr. Pope would hit the ripe old age of 106), reluctantly parted company with this celebrated package last spring. Early last September, *Cookery* moved from NBC's WNBQ to ABC's WBKB.

Mr. Hill plans to maintain his Personality Features Inc. on a more or less inactive basis in the future. He still has *Garfield Goose* with Frazier Thomas under contract, but any active tv ventures more than likely will be for the benefit of Cunningham & Walsh, he stresses.

Mr. Hill is married to the former Joan Henninger. They have two children, Lisa, 2½, and Barry, 15 months, and reside in suburban Winnetka. Mr. Hill has a son, Ted, 24, by a previous marriage.

on November 13

watv

channel

13

will be the FIRST

with
the
MOST

in
Metropolitan
New York

Television Center,
Newark 1, New Jersey

For the **right** start in **Color-TV...**

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

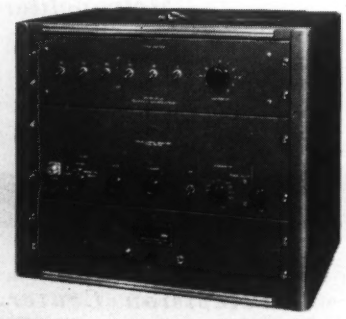
RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.

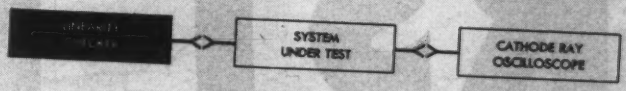
You will need all of these 5 instruments for color test and measurement...

LINEARITY CHECKER
WA-7B

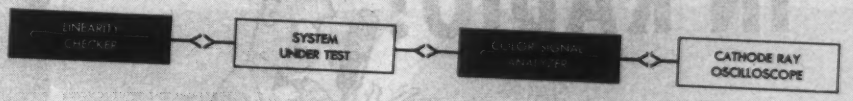


COLOR SIGNAL ANALYZER
WA-6A

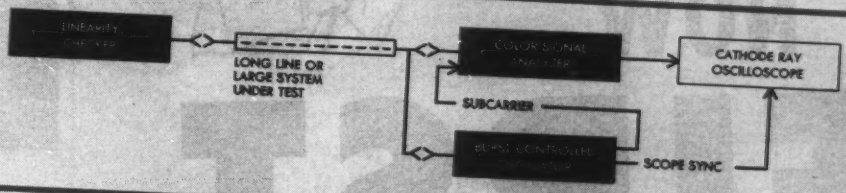
1 Linearity Checker and Oscilloscope test for differential gain.



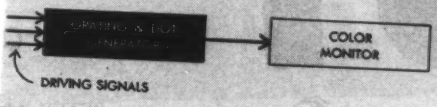
2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.



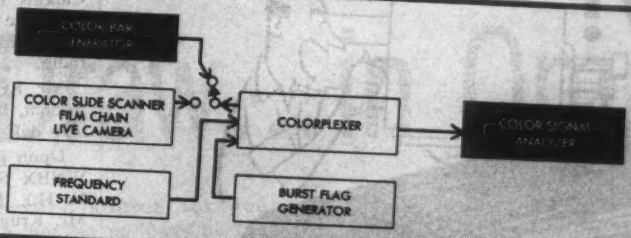
3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.



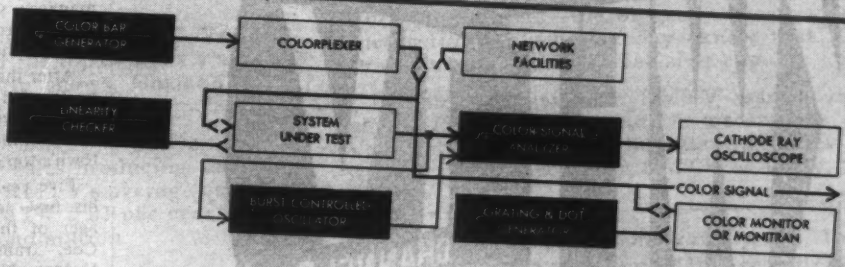
4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.



5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

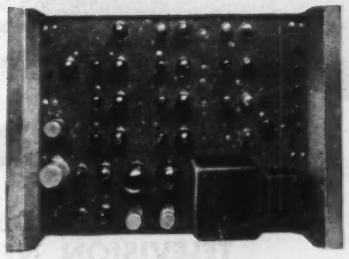


6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.



BURST-CONTROLLED OSCILLATOR
WA-4A

GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.

PETER ARNOLD KRUG

on all accounts

PETER ARNOLD KRUG, radio-tv director of Calkins & Holden, New York, went to St. Laurence U. in Canton, N. Y., to become a Bachelor of Science but ended up married to radio.

Mr. Krug met his industrial love when, as a student, he took a job on the school station to help defray his expenses.

Upon graduation, he followed his career to WNBX Springfield, Vt. (now WKNE Keene, N. H.). In that seat of cragged individualism Mr. Krug proved himself rather a rugged collectivist, his collection of jobs including station manager, salesman, copywriter, announcer, engineer, program supervisor, and construction boss on the erection of a new studio.

After that he moved to WEBR Buffalo, where he tapered off to a 16-hour day creating programs, devising promotion plans, writing scripts and commercials and emerging as one of the town's top disc jockeys.

Five years later he moved to New York and his first advertising agency as business manager of the radio department of Donahue & Coe, transferring thereafter to Calkins & Holden, New York. In April of this year he assumed his present post at that agency as director of radio and television.

Currently he supervises the following radio and tv accounts for the agency: Prudential Life Insurance, Stokely-Van Camp, Marcalus and Oakite among others.

Current billings of the C&H radio-tv division are the largest in the history of the agency with an increasing number of accounts going into television.

Peter Krug is a native of Wallington, N. J., where he was born Nov. 3, 1912. He is married to the former Dorothy Clements. They have two children, Carol Ann, 16, and Peter C., 13. The family lives in Maywood, N. J.

Mr. Krug's hobbies include the organ and piano, photography and model railroading. He has built his own color tv set and his own hi-fi tape-recording playback system.

He is a past president of his local Parent Teachers Assn., is active in the YMCA, the town recreation commission and in the national Boy Scout organization.

It's No Draw...in Omaha

CHOOSING the *best* television station for your advertising job in the Omaha market is "easy as falling off a log."

Only KMTV offers you the Missouri Valley's largest audience—with 11 of the top 15 weekly shows, 7 of the top 10 multi-weekly shows, Omaha's most popular locally-produced show, and a commanding lead in all time periods.*

For example, take these sales-producing daytime hours from 8 a.m. to 6 p.m. KMTV's average quarter-hour rating of 9.3 gives KMTV a 63 per cent larger audience than Omaha's second station.

On daytime television KMTV puts you in such top-flight company as Garry Moore, Arthur Godfrey, Warren Hull, Tommy Bartlett, Art Linkletter, Robert Q. Lewis, Bob Crosby, and Win Elliot. These network stars, along with KMTV's popular local programs, keep TV dials throughout the region set all day long on Channel 3.

Every week 56 spot announcement advertisers and 13 program sponsors find that KMTV is a top sales producing medium in the booming Omaha area. These advertisers—the biggest names and the most successful in business today—know that KMTV is Omaha's best daytime television buy.

Daytime television on KMTV reaches *more* people, *at the lowest cost*, in the prosperous Missouri Valley market. To see how daytime television can work for you, check with KMTV or Petry, today.

KMTV leads in promotional activity, too. To celebrate its 5th Anniversary, KMTV recently staged Omaha's biggest "Baseball-Birthday Party." Write for your free photo-packed, 8-page booklet on this record-breaking promotion, today!

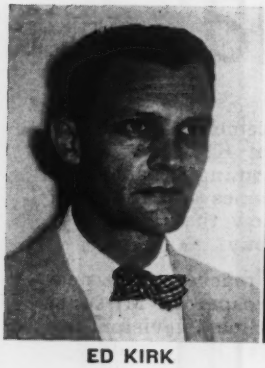
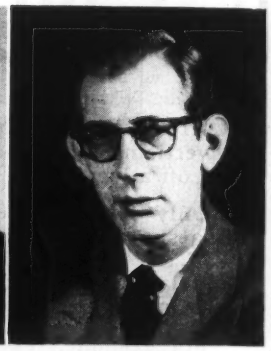
* Pulse, Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

WPTF wins (AP) Awards!

News Director	*Superior*	*Superior*	*Superior*	*Excellent*
				
ED KIRK	**PHIL ELLIS** **6:45 P. M. News**	**W. E. DEBNAM** **Debnam Views the News**	**HARRIET PRESSLY** **Harriet Pressly Show**	**SAM BEARD** **City Edition**

Four entries! Four Winners! That was WPTF's record in the first annual North Carolina Associated Press Broadcasting competition for newscasts. WPTF was tops in comprehensive news, commentary and women's news. It won an award of excellence in city and state news.

Superiority in news coverage is just another reason why WPTF has more North Carolina listeners than any other station. Ask us for all the facts on our news availabilities.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 kc

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

FREE & PETERS
National Representative

BROADCASTING TELECASTING

October 18, 1954 Vol. 47, No. 16

WHAT THE ELECTIONS MEAN TO RADIO-TV BROADCASTERS

The pre-election campaigns are heating up, meaning a gush of business for both media. Control of House and Senate is stake, meaning that the complexion of radio-tv regulation could change after Nov. 2 (see page 28). Some stations are saturated with buyers.

CAMPAIGNS ON THE AIR

WHAT PROMISES to be the most widespread use of radio and television ever attempted by political candidates and their parties in an off-year election is underway this week as the nation's GOP and Democratic campaigners enter the final two-week stretch.

No one can estimate the vast amounts of money being poured into the electronic media as the showdown nears on which party will win control of Congress and state governments. And candidates and their supporting groups weren't tipping their hands to opponents on radio-tv campaign spending. Some professed to be "playing by ear," and thus said they couldn't estimate what radio-tv expenditures might be. Others frankly admitted that "We don't want the opposition to know what we're spending or how we're spending it."

Actually, it is unlikely the amounts spent for political time on the two media ever will be compiled into a single figure. Under the Corrupt Practices Act senatorial and congressional candidates and political groups operating in two or more states (national party committees, labor unions, etc.) must report to Congress on contributions and expenditures, but transactions by groups and individuals on the state level are governed by respective state laws.

Besides political spending, networks and stations are due to reap other revenues for sponsorship of election coverage and other pre-election business.

Although there was grumbling from both Democrats and Republicans on the high cost of television and reports that much optioned radio and tv time had to be canceled because of lack of money, activities of many candidates in filming and taping spots and programs indicated otherwise. Many stations, it was reported, were turning away political purchasers because their schedules already were saturated with electioneering drumfire.

On the national side of the picture, the Republican National Committee, said to be leaning heavily on the popularity of President Eisenhower, bought 60 Midwest (Farm Belt) tv stations last Friday for a speech by the President on the Administration's farm program.

The GOP National Committee said it has no present plans to buy more network time on radio and television, but "don't rule us out." The Republican organization claimed the largest half-hour political tv hookup in history for the GOP National Precinct Day talks by President Eisenhower and Vice President Nixon Oct. 8, with an augmented CBS-TV network of nearly 160 stations and about 534 NBC Radio and Mutual outlets [B•T, Oct. 11].

The Citizens for Eisenhower Congressional Committee was dickering with the television and radio networks for a half-hour period "a few days" before the election, in which it was hoped the Chief Executive would appear. This presentation would be similar to the one-hour network radio-tv rally staged by the Committee on Election Eve in 1952.

Candidates to Decide

The Democratic National Committee reported it plans no network purchases, but is forwarding funds to candidates and to the party's Senatorial and Congressional Campaign Committees, to use as they see fit.

The CIO's Political Action Committee and the AFL's Labor's League for Political Education, both in the main supporting Democratic candidates, are following the same pattern, although AFL is employing "cut-ins" on local stations in behalf of "10 or 12" senatorial candidates on its quarter-hour newscast by Harry Flannery on Mutual.

NBC-TV and CBS-TV already have sold sizable portions of their election-night coverage. Roto-Broil Corp., Long Island City, N. Y., has signed for sponsorship of one-half the period between 9:30 p.m. and 1 a.m. EST on NBC-TV and one-quarter of the time between 11 p.m. and conclusion on CBS-TV. The National Carbon Co., New York (Prestone anti-freeze), also will sponsor one-quarter of CBS-TV's 11 p.m. to conclusion coverage.

Both networks reported they are negotiating with advertisers for unsold portions of election night programming. The networks have made available a total of more than 200 interconnected stations for the coverage, which will begin at 9 p.m. EST.

Chevrolet has purchased the ABC Radio and ABC-TV coverage of election returns, starting at 9 p.m. on radio and 11 p.m. on television. The agency for Chevrolet is Campbell-Ewald, Detroit.

Mutual and CBS Radio were reported to be negotiating for sponsors.

Pre-election business was fairly spirited on both network and local levels.

ABC Radio sent news commentator John W. Vandercook on a three-week, eight-state tour, starting last Monday, during which he will tour key areas. His analyses will be broadcast on *John W. Vandercook News* (Mon.-Fri., 7-7:15 p.m. EST), which is sponsored by CIO.

Lloyd Whitebrook Adv., New York, is agency

SEEKING THE WOMEN'S VOTE ON TV

AS DISCOVERED in the last national election, the housewife's vote can be nearly decisive. With this in mind, Nancy Williams, wife of Michigan's Gov. G. Mennen Williams, last July inaugurated a political type broadcast with special appeal for the busy homemaker.

Nancy's Scrapbook, seen regularly in the afternoon over WJIM-TV Lansing, reviews legislative and political happenings and simplifies civic problems. Mrs. Williams, knowing the importance of women's votes, also campaigns for her husband, who is seeking his fourth term as Michigan's governor.

The program is divided into two parts: a review of the governor's weekly activities and an informative discussion on a current state or national problem. Source material for Mrs. Williams' program comes from 13 scrapbooks that she first collected in order to compile clippings for her children. These scrapbooks have since become an informative record.

With the aid of this material, Mrs. Williams uses photostated clippings illustrating current events in the Michigan area and on the national scene.

THE governor's wife, Nancy Williams, before the cameras with one of her scrapbooks and a portrait of her husband, Michigan's Gov. G. Mennen Williams.

for Citizens Committee for Harriman, Democratic State Committee of New Jersey and Democratic State Committee of Pennsylvania. The Democrats are said to be using 20 tv stations in 10 New York State cities, telecasting films of 5-, 10- and 15-minutes in length, plus spots. The party is using more than 50 radio stations in New York State, it was reported, including Rural Radio Network. Radio spots and 5-, 10- and 15-minute shows are being used.

The Democrats also are using television in New York City, Philadelphia, Newark and Asbury Park, N. J., to reach voters in New Jersey. Radio in that state is being bought on an unknown number of stations in 11 cities.

WCBS-TV New York announced that the Independent Citizens Committee for Ives had purchased time on the station last Monday (7:15-7:30 p.m. EST), and the Javits for Attorney General Committee had sponsored a talk by Rep. Jacob K. Javits (R-N. Y.) last Tuesday (7:10-7:25 p.m. EST).

DuMont Television Network announced that President Eisenhower was to deliver a speech over 60 midwestern stations last Friday (9-9:30 p.m. EST) under the sponsorship of the Republican National Committee. The President reportedly was to make a bid for the midwestern farm vote in the congressional elections. The agency is BBDO.

DuMont's WABD (TV) New York last week carried four filmed programs under the sponsorship of the New York Democratic Committee. They were presented last Monday, 12:05-12:15 p.m. EST; Wednesday, 8:45-9 p.m. and Thursday, 1:30-1:45 p.m. and 10:20-10:30 p.m.

Democrats on Campus

The College Radio Corp., New York, announced that the New York State and Pennsylvania State Democratic Committees have purchased a series of program and spot announcements on 21 campus stations in the two states as part of their pre-election campaign. The business was placed through Whitebrook Adv.

The New York State CIO said it will stage a series of at least five and possibly more statewide telecasts on behalf of Democratic candidates in the state, for a cost of $50,000.

Louis Hollander, president of the state CIO, said all the telecasts will feature Rep. Franklin D. Roosevelt Jr., who is campaigning for state attorney general. All the tv programs will be filmed, three will be 15 minutes and two of half-hour length. Tapes of each will be made for radio broadcasts.

Two of the films will show Averell Harriman, Democratic nominee for governor. CIO officials will appear in the films with candidates.

In Pennsylvania, the Democrats are using tv heavily. Four to five tv "network" (state outlets) broadcasts will have been scheduled by Election Day. One of the network programs was a live broadcast Sept. 8 when Adlai E. Stevenson spoke at a $100-a-plate dinner at Harrisburg. Other telecasts also will be statewide, summing up issues of the campaign.

Nearly all of tv time in Pennsylvania is on film and of 5-, 10- or 15-minute duration, touching upon campaign issues and documentary in nature.

Radio has consisted of 20-second and one-minute spots or of 5-, 10- and 15-minute programs aired early in the morning and late at night in tv areas and in regular nighttime hours in non-tv areas.

That candidates of both parties are electronics-conscious became readily apparent last week in a check of filmed and taped announcements and programs being distributed.

The GOP National Committee made one-minute (5 film, 12 tape) spots from President Eisenhower's Hollywood Bowl speech for use by candidates, while some 100 2½- and 1-minute film spots were made showing Vice President Nixon introducing various candidates.

Sent to all GOP candidates by the Republican Congressional Campaign Committee were a series of films, strips and tapes. This group also reported some 170 candidates were forwarded 190 copies of a 27-minute sound film (in black-and-white and color), "Report to the People," produced by the Joint Senate & House Recording Facility and featuring the President and Administration officials.

Also being sent to candidates by the Citizens for Eisenhower group are 12 tv spots featuring John Roosevelt, the organization's vice chairman. The Citizens committee is distributing for use by candidates a half-hour film, "Year of Decision," made last summer and featuring the President and other Administration leaders.

Both GOP and Democratic candidates were making extensive use of the Joint Senate & House Recording Facility, which produces film or tape spots and programs at moderate costs, for incumbents of either party. Senators and Congressmen up for re-election have been keeping this unit busy since before the two Houses adjourned in August.

Republican spokesmen had no record of the extent to which the recording and filming facility has been used by GOP incumbents, but the Democratic Senatorial Campaign Committee reported several senators have made radio or tv programs and spots.

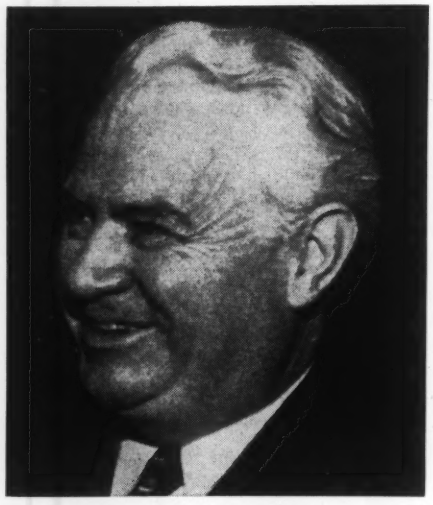
Among them are Sen. Matthew M. Neely (D-W. Va.), one 15-minute and two five-minute tv films; Sen Robert S. Kerr (D-Okla.), one 15-minute filmed interview with newsmen and one 15-minute film on the Oklahoma farm situation; Sen. Russell B. Long (D-La.), a film on 83rd Congress tax legislation; Sen. John F. Kennedy (D-Mass.), a 15-minute film on unemployment compensation. Some of these also are being used by other Democratic candidates.

Others who have made film or radio spots are Sen. Guy M. Gillette (D-Iowa); Rep. Samuel W. Yorty (D-Calif.) (campaigning for the Senate); Sen. Hubert H. Humphrey (D-Minn.). Others using the facility are Rep. Charles R. Howell (D-N. J.) (campaigning for the Senate) and Sens. Clinton P. Anderson (D-N. M.), Theodore F. Green (D-R. I.) and James E. Murray (D-Mont.).

WHAT IF THE DEMOCRATS WIN?

TIME STANDS still on the communications regulatory scene in Washington—probably until after the Nov. 2 elections.

If the Democrats win control of both houses of Congress, the political complexion could change overnight. Possibly thrown into controversy could be the Senate confirmation of George C. McConnaughey as chairman of the FCC and the status of the Bricker investigation



SEN. BRICKER
Will his probe be scuttled?

scheduled to begin open hearings next February under present Republican direction.

The cloud on the chairmanship, under Democratic control of the Senate, would not stem from any known opposition to Mr. McConnaughey as a qualified appointee, but rather from what the Senate might regard as its prerogatives in respect to partisan balance on independent agencies. There is precedent for this in cases where a President has had a Senate controlled by the opposition party.

Mr. McConnaughey was given a recess appointment by President Eisenhower for the unexpired portion of the term of George E. Sterling, which runs until June 30, 1957. The President at the same time named him chairman, and Mr. McConnaughey assumed office Oct. 4. The Senate, however, is not legally adjourned—it is in temporary recess until Nov. 8 when it convenes to consider the McCarthy censure proceedings.

A Democratic victory in the Nov. 2 elections would mean that the chairmanship of the Senate Interstate & Foreign Commerce Committee would move from Sen. John W. Bricker (R-Ohio) to Sen. Warren E. Magnuson (D-Wash.) next Jan. 3 when the new Congress convenes. The Democratic leadership has not favored the Bricker inquiry.

Technically, the nomination of Mr. McConnaughey is now in the hands of the secretary of the Senate, to be submitted to the Interstate Commerce Committee when Congress convenes Nov. 8. Ostensibly, the Senate will be in session only for the purpose of considering the McCarthy censure resolution. But parliamentarians point out that no Congress is bound to confine its actions to one measure, and that nominations subject to Senate confirmation which have accumulated during the temporary recess can be considered.

Whether the administration will seek approval of the McConnaughey nomination at the "one-purpose" session of the Senate or allow it to coast until the new Congress convenes in January could not be ascertained last week. By the same token, there was no indication that the Democrats on the Commerce Committee would raise an issue, even if their party won the Nov. 2 elections.

On the other hand it was recalled that Democrats and Republicans alike in years past have on occasions questioned the right of an opposition party President to name a majority of members of his party to bi-partisan independent agencies. The contention has been that independent agencies, such as the FCC, are creatures of Congress and are legislative rather than executive in their functions. It has been argued that the functions performed by such agencies are delegated by Congress because it does not have the time or the expert technical knowledge to handle them.

The FCC, under the Communications Act, cannot have more than four members of the same political persuasion. There are now four

Republicans (Mr. McConnaughey, Rosel H. Hyde, John C. Doerfer, and Robert E. Lee); two Democrats (Frieda B. Hennock and Robert T. Bartley), and an independent (E. M. Webster).

Whether the Democrats will provoke the balance-of-power issue probably won't be decided until after the elections. A Republican victory, of course, would leave the FCC organization status quo.

Mr. McConnaughey, through no fault of his own, thus might become embroiled in a purely partisan struggle for control of one of the most important of the independent agencies. He was confirmed for the chairmanship of the Renegotiation Board—his first federal assignment—by the Senate just a year ago, without hearing or indicated opposition. He has an excellent record as an administrator and an attorney. In his two weeks on the FCC he has been content to observe its operations, become acquainted with personnel and otherwise learn the ropes.

Entirely apart from the chairmanship aspect, there have been complaints to members of Congress about recent FCC decisions in contested television cases. Charges have been leveled that politics rather than the merits have governed in some highly controverted cases. Democrats, if they win control, might be goaded into action by these complaints.

The Bricker investigation, now being conducted at staff level, has been in a state of suspended animation during the last fortnight. But whether it is a matter of watchfully awaiting the outcome of the elections or recess inertia isn't clearly discernible.

The staff, to date, has submitted a questionnaire to the FCC directed mainly toward the final television allocations, the reasons for intermixture of uhf and vhf in the same markets, network affiliation data, and related material. A questionnaire designed for the four television networks has been drafted, but has not yet been approved by Sen. Bricker (see page 58).

If the Democrats win Nov. 2 the Commerce Committee promptly would be confronted with the question whether the inquiry should be continued, and if it is, whether an entirely new approach should be taken. That the Democratic members of the committee have not been in full accord with Chairman Bricker is reflected in the fact that Democrats sought and succeeded in procuring "minority" counsel to "offset" former FCC Comr. Robert F. Jones, who was selected as chief counsel by Chairman Bricker.

At the behest of the Democratic minority, Chairman Bricker named Harry Plotkin, Washington attorney and former assistant general counsel of the FCC under the New Deal and Fair Deal, as the minority counsel. Nick Zapple, staff communications expert of the Committee, was assigned to coordinate the inquiry.

Sen. Magnuson, who would become chairman as the senior Democratic member, would be the new key figure in a change in Senate control. In these circumstances it would be largely his decision whether the inquiry as charted should continue and whether the present staff should be retained. He would have the prerogative of naming the chief counsel, who without question would be a Democrat. But there is considerable doubt whether he would even recommend that the investigation be conducted at this time.

Assuming the investigation would continue, the likely development would be reversal of the Jones and Plotkin positions. Whether either attorney would be disposed to remain with the committee is problematical. Each is on leave from his respective law firm partnership.

M-E GETS BULOVA, RELINQUISHES GRUEN

McCann-Erickson will resign Gruen account Dec. 31 to take over Bulova's estimated $5 million advertising budget. Bulova will end 30-year association with The Biow Co.

BULOVA WATCH CO., New York, has named McCann-Erickson there to handle its advertising budget of approximately $5 million, effective Jan. 1, John H. Ballard, president of Bulova, announced last week. The watch company, associated with The Biow Co. for the past 30 years, announced its withdrawal from that agency three weeks ago, also effective Jan. 1 [B•T, Sept. 27].

Terrence Clyne, senior vice president and director of the radio and television department for Biow, will join McCann-Erickson as a vice president and general executive and will serve the agency in a senior executive capacity. Mr. Clyne had been with Biow Co. since 1946.

MR. CLYNE

Coincident with its appointment by the Bulova Co., McCann-Erickson announced the resignation of the Gruen Watch Co. account, effective Dec. 31. Gruen's budget is said to be about $1½ million. The latter watch company was screening agencies last week.

In explaining Bulova's choice of the agency, Mr. Ballard said: "Before appointing McCann-Erickson, who has earned recognition as the industry's foremost merchandiser, we carefully considered 20 different agencies. Several factors led to our selection of McCann-Erickson. These were this agency's pre-eminent positions in the creative, marketing and research field. Today's highly competitive buyer's market places a greater premium than ever before on these vital advertising agency qualifications."

The Bulova Watch Co., founded in 1875 by Joseph Bulova, is the world's largest maker of watches. Arde Bulova, son of the company's founder, is chairman of the board. The watch industry's leader since 1938, Bulova's 1953 sales, including government precision work, exceeded $75 million. Its future plans include the development and sale of additional consumer products.

Bulova is one of the largest radio and television spot advertisers in the business. It was the first television time signal advertiser. Currently the company devotes about 90% of its budget to television spots and the rest to radio.

Advertisers Question Value of Spectaculars

SEVERAL advertisers, including Hazel Bishop Inc., were reported last week to be unhappy with the results of the spectaculars and to be considering possibilities of a constructive solution for the costly problem. One of the solutions suggested to NBC-TV by one advertiser, B•T learned, was the possibility of cutting length of the spectaculars to an hour instead of an hour and a half, thus cutting cost and possibly increasing the effectiveness of the show from a talent point of view.

The low ratings do not justify the "spectacular" in its present form, one agency spokesman told B•T.

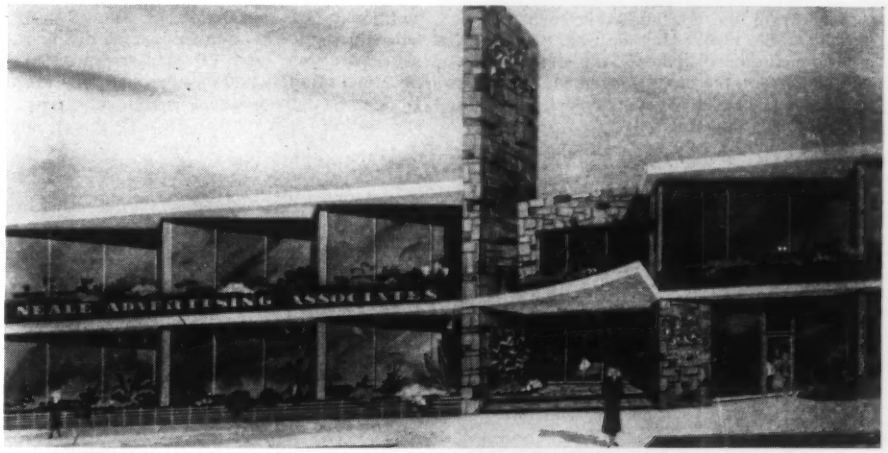
A cost of $35.50 per thousand viewers was the estimate for NBC-TV's first spectacular, *Satins and Spurs* [CLOSED CIRCUIT, Sept. 27].

NBC's position on the spectaculars, despite the advertisers' purported discontent, is that the concept is sound and that NBC-TV is going right ahead with them as scheduled.

The spectacular sponsors are not objecting to the expense of colorcasting the show. On the other hand, one package firm, Goodson & Todman, New York, last week withdrew one of its quiz shows, *Two for the Money*, from the CBS color schedule—again, not because of the cost, but because the studio audience paid more attention to the color cameras and could not see or be as near to the performers as at a regular black-and-white telecast, and thus were less responsive.

Frederick T. Hyskell Dies

FUNERAL SERVICES for Frederick T. Hyskell, 84, Portland advertising executive and founder of the Pacific Coast Advertising Assn., were held in Hollywood Friday. Mr. Hyskell died Wednesday in Los Angeles.



NEALE Advertising Assoc., Los Angeles, is moving into new and larger quarters at 8462 Sunset Blvd., in the heart of the "Strip." Features of the new building are a swimming pool, parking facilities and a landscaped patio. The agency's billings are expected to exceed $1 million this year.

McEVOY PRAISES RADIO'S FLEXIBILITY

It has "tremendous possibilities" for use with other media, agencyman tells CBS Radio Spot Sales meeting.

RADIO permits the advertiser to use a medium with utmost flexibility, a top advertising agency executive, Newman F. McEvoy, vice president in charge of media, Cunningham & Walsh, said last week.

This flexibility, he said, permits "tremendous possibilities" of radio being used in combination with other tried-and-true advertising approaches. "Radio is one of the two mediums which give opportunity for personal selling with all of the forcefulness and conviction that implies," he said.

Mr. McEvoy spoke before the annual meeting in New York of executives of stations represented by CBS Radio Spot Sales. The Wednesday-Thursday sessions were held at the Savoy-Plaza Hotel.

Radio's flexibility, Mr. McEvoy told the broadcasters, is in time, in length of presentation and in the area and audience covered.

To illustrate his point, Mr. McEvoy drew on a recent Liggett & Myers Tobacco Co. (a C & W client) purchase of CBS Radio time for a daytime broadcast of *Gunsmoke* to go with its nighttime broadcast of the same program. This move, he said, was indicative of the great belief L & M has in the effectiveness of radio advertising and "that we both want to get extra mileage out of radio."

Mr. McEvoy said the story of *Gunsmoke* sponsorship on CBS Radio was also meant as a compliment—"I have occasion in buying media to see salesmen for every type of advertising. The Radio Spot Sales activity is aggressive, constructive, competitive and represents a real creative contribution to advertising."

Radio affords "extra mileage" by its "very nature," and will become "more and more attractive to advertisers. Smart advertisers will always buy the one-two punch possibilties for using radio in combination with one or more of the other big-time advertising approaches," he said.

The meeting was attended by general managers, sales managers and other top executives of the six CBS-owned stations and eight affiliated stations. Wendell Campbell, CBS Radio vice president in charge of station administration, and Henry R. Flynn, general sales manager of CBS Radio Spot Sales, presided over sessions which highlighted discussions of sales, programming and promotional plans for the new broadcast season.

Adrian Murphy, CBS Radio president, gave the welcoming address, kicking off a series of conferences which looked at all phases of the network's activity.

Dr. Frank Stanton, CBS Inc. president, was guest of honor and principal speaker at the Thursday luncheon. Speakers at the Wednesday luncheon were Mr. McEvoy and Howard Meighan, vice president of CBS Inc. Meetings concluded with a cocktail party Thursday afternoon, attended by more than 700 agency and client executives.

Wednesday Reception

A reception-dinner dance for the visitors and their wives was held Wednesday night at the roof garden of the Hotel Pierre where Mr. and Mrs. Murphy were host and hostess.

Full list of speakers at the sessions follows:

Wednesday—Harper Carraine, director of research; John Karol, vice president in charge of network sales; George Bristol, director of sales promotion and advertising, all CBS Radio. Richard Hess, research manager; Mr. Flynn; Jerry Feniger, account executive, and Chick Allison, Eastern sales manager, all CBS Radio Spot Sales. Earl H. Gammons, CBS vice president (Washington, D. C.); Ed Wood, director, Housewives' Protective League; Stanley Fishel, vice president, Fairfax Inc. Advertising.

Thursday—Messrs. Flynn, Hess and Allison; Gordon Hayes, Western sales manager; Dave Kittrell, manager, Atlanta office; Ralph Patt, manager, Detroit office; Buck Hurst, manager, Los Angeles office; Jack Donahue, manager, San Francisco office; Sherrill Taylor, sales promotion manager; George Castleman, manager of sales development, and Tom Meanu, director of promotion service, CBS-Owned Radio Stations, all officials of CBS Radio Spot Sales.

SCHUEBEL'S NEW LOOK FOR ID'S

A NEW, full-screen method of television station "shared" identifications, originated by Reggie Schuebel, president of Reggie Schuebel Inc., television-radio consultant, is for the first time being offered to clients by NBC Spot Sales.

NBC Spot Sales' new, alternative procedure for handling 10-second station identification announcements is to use the full screen for 7¼ seconds for the advertiser's message and 2¾ seconds full screen for the call letters and channel number. Miss Schuebel's original concept was to make the advertiser's message eight seconds (eight video, six audio) and for the station to follow the advertising message with full-screen showing of call letters and channel for two seconds as per FCC regulations. On the usual station identification announcements the advertising message shares the screen with the station, three-quarters of the screen for the advertising message and one-quarter for the station's call letters and channel number.

Miss Schuebel first conceived the idea of the full-screen-treatment for the advertiser early this year, when she started the spot announcement campaign for Salada Tea for its agency, Hermon W. Steven in Boston. Salada, which spends about $1 million on its radio and television spot announcement campaign, is, as a result of Miss Schuebel's pioneering, the first advertiser to benefit by the full-screen identification treatment. Fanny Farmer Candies is the second advertiser to use the new full-screen announcements, placed by Miss Schuebel for Chas. Rumrill & Co., Rochester.

The advantages of the full screen treatment to the advertiser, Miss Schuebel told B•T, are (1) no additional costs for station call-letters art work, (2) a full screen on which to put the message across without dividing audience attention with call letters and (3) money saved in this manner can then be budgeted into more time buys to create greater sales.

The advantages to the station, Miss Schuebel pointed out, are (1) money saved by the advertiser in art work will go into additional time purchases, (2) station call letters get full attention instead of dividing with advertiser, and (3) split-screen identification implies station approval, division guarantees individuality for both advertiser and station.

THE OLD WAY

10 seconds of this

THE NEW WAY

7¼ seconds of this . . .

. . . plus 2¾ seconds of this

P&G Plans 11-Story Office In Cincinnati; Ready in 1956

PROCTER & GAMBLE Co. will begin construction of an 11-story headquarters building in downtown Cincinnati this winter with occupancy scheduled for the fall of 1956. P & G said Tuesday its present quarters have become inadequate because of a 200% increase in its headquarters staff since 1920, necessitating the move into the new building, which will provide about 320,000 sq. ft. of office space.

Building plans follow a trend to exterior walls of glass panels separated by strips of stainless steel, permitting the modern interior design and color scheme to be seen from the street. The design will permit installation of a rooftop landing area for helicopters.

Bresett Named Director Of Duane Jones Ad Firm

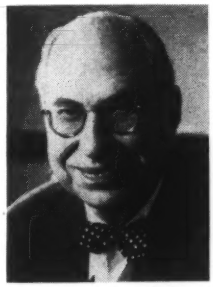
E. M. BRESETT, executive vice president, has been named a director of Duane Jones Co., New York, and will assume active management of the agency immediately while Mr. Jones takes a rest ordered by his doctor, the agency announced last week.

MR. BRESETT

Mr. Bresset, who left the agency after being a member of the original Jones team, returned to the company two years ago as executive vice president in charge of planning. He is versed in Mr. Jones' package goods advertising techniques and will personally supervise all agency business.

F&S&R's Billingsley Dies; Allen Elected As Successor

ALLEN L. BILLINGSLEY, 64, president of Fuller & Smith & Ross Inc., Cleveland, New York and Chicago advertising agency, died of a heart attack Oct. 7. Apparently in good health, Mr. Billingsley had worked at his duties as head of the agency until the day before he succumbed.



MR. BILLINGSLEY

Mr. Billingsley, a former chairman of the Cleveland Chamber of Commerce, was twice chairman of the American Assn. of Advertising Agencies, a former president of the Cleveland Advertising Club and current chairman of the National Outdoor Advertising Bureau.

He is survived by his wife and two sons, Comdr. Henry E. Billingsley, U.S.N., and Charles W. Billingsley, media director in the Chicago office of Fuller & Smith & Ross.

Robert E. Allen, vice president, director and manager of the New York office of Fuller & Smith & Ross, later in the week was elected president of the agency to succeed Mr. Billingsley.

At a special meeting of the board in the main office in Cleveland the agency also named Ralph W. Nicholson, a vice president, as manager of the New York office. John C. Maddox, vice president and manager at Cleveland, becomes executive vice president as well. Edward J. Lauesen, vice president and manager at Chicago, becomes chairman of a new executive committee, which will function as a policy-making unit of the board. Edwin L. Andrew, executive vice president and creative director, becomes board chairman. Burton N. Schellenbach, a vice president, becomes a director, taking the place left by Mr. Billingsley.

Bank of America's Birthday

BANK OF AMERICA, to observe its 50th anniversary Oct. 17, purchased the 8-9 p.m. (PST) time slot on 28 California tv stations. An hour-long film, "California," was specially produced by Jack Denove as a salute to the state and the banking institution. Academy Award winner Thomas Mitchell was narrator. Featured actors were Jack Benny, Gregory Ratoff, Anna Maria Alberghetti, Ruth Hussey, Paul Kelly, James Gleason, John Carradine, Bonita Granville, James Craig, Robert Strauss, Richard Jaeckel and James Edwards. Bank of America's agency is BBDO, San Francisco.

Double-Barrel 'Gunsmoke'

AS a means of reaching the daytime as well as the nighttime radio audience, Liggett & Myers Tobacco Co., New York (L & M Filters), began sponsorship last Saturday of CBS Radio's *Gunsmoke* series on an evening and daytime basis. L & M previously had sponsored *Gunsmoke* on Saturday, 8-8:30 p.m. EST, and added the Saturday daytime broadcast (12:30-1 p.m., EST), consisting of a repeat of the preceding Saturday evening drama. Agency for Liggett & Myers is Cunningham & Walsh, New York.

SPOT NEW BUSINESS

Ford Motor Co. is setting up its national spot announcement campaign using two and three-week schedules to start at end of October. Number of radio and tv stations to be used will be in neighborhood of 1,700 [B•T, Oct. 4]. Agency: J. Walter Thompson Co., N. Y.

Gold Medal Candy Corp., Brooklyn, N. Y., planning 30 times per week spot saturation campaign on WABC-TV and WABD (TV), both N. Y.

NETWORK NEW BUSINESS

Animal Foundation Inc. (Hunt Club Dog Food), Sherburn, N. Y., to sponsor 10:30-45 a.m. segment, *Galen Drake Show* (CBS Radio, Sat., 10:05-45 a.m. EST). Agency: Moser & Cotins, Utica, N. Y.

AGENCY APPOINTMENTS

Allegheny Airlines Inc., Washington, D. C., appoints Robert M. Gamble Jr., same city

W. C. Williams Corp. (appliance dealer), N. Y., appoints Product Services Inc., same city. Radio-tv will be used.

Pharma-Craft Corp. (Ting medication), N. Y., appoints Harry B. Cohen Adv., same city, effective Nov. 1.

Fox Head Brewing Co. (Fox Head 400 Beer), Waukesha, Wis., appoints Frank C. Nahser Inc., Chicago. Radio-tv will be used.

McCormick & Co. (spices, extracts), Baltimore, appoints Beaumont & Hohman Inc., Chicago. Radio-tv will be used.

Wilbur Curtis Co. (vacuum coffee maker mfrs.), L. A., appoints Tilds & Cantz, same city.

Hanover Canning Co., Hanover, Pa., appoints Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

Stebco Mfg. Co. (auto safety belts), Chicago, appoints Phil Gordon Agency, same city, with Philip W. Abrams as account executive. Radio-tv will be used.

Oscar Deaton Co. (Circle D jeans), San Diego, appoints Dan Lawrence Co., same city, with Cal Lawrence as account executive.

Chatham Health Prod. (Appedrin weight reducer), N. Y., appoints Duane Jones Co., same city. Radio-tv will be used.

Dixie Shops (retail women's apparel chain), L. A., appoints Lansdale Co., same city. Radio will be used.

Town Square Foods Inc., Pittsburgh, appoints Cavanaugh Morris Adv., same city. Radio will be used.

SIGNING for 8,580 hours of broadcast time to be used within a five-year period over KRLD Dallas, Tex., said to be the largest contract in the station's history, is Charles R. Speers, vice president in charge of American Airlines sales. Witnessing the signing are William A. Roberts, (seated, l), station's assistant general manager in charge of sales, and (standing, l to r) Joseph Timlin, vice president of the Branham Co., KRLD representative, and C. L. Smith, Ruthrauff & Ryan Inc., agency for American Airlines. Contract calls for a six-days a week, midnight to 5:30 a.m. music show.

AGENCY SHORTS

Neale Adv. Assoc., L. A., has moved to 8462 Sunset Blvd.; telephone: Hollywood 1-9955.

Shattuck, Clifford & McMillian Inc., Boston, formed by merger of Shattuck & Clifford Inc., Boston, and McMillian & Marsden Inc., same city, effective Nov. 1; offices: 143 Newbury St.

Universal Adv. Agency, Omaha, moves to larger quarters, Suite 215, Central Bldg., 311 S. 15th St.

Flacks-Abramsohn Adv., Trenton, N. J., being formed by Irwin Flacks, Irwin M. Flacks Co.,

Trenton, and Arthur M. Abramsohn, Lit Bros., Philadelphia.

Thompson-Koch Co., N. Y., elected as subscriber to Advertising Research Foundation, same city.

Wasser, Kay & Phillips Inc., Pittsburgh, now solely owned by G. S. Wasser, effected by purchase of Lewis G. Kay's interest; William B. Phillips left firm in 1952. Mr. Kay's plans are to be announced.

LAURI of houston, Houston, Tex., has been opened by Lauri Schutt, formerly promotion-copy-personnel director, KTHT Houston.

David J. Mahoney Inc., N. Y., has opened new offices at 261 Madison Ave.

A&A PEOPLE

Frank P. Wagener, formerly with Grant, Schwenck & Baker, Chicago, to John B. Morrissey Co., same city, as vice president and account executive.

Christy Allen, account supervisor, BBDO, N. Y., elected vice president, moving to S. F. office.

George E. Schaefer, formerly with Foote, Cone & Belding, N. Y., to Tatham-Laird Inc., Chicago, as account manager.

Donald B. Madden, account executive and copy chief, John Gilbert Craig Adv. Inc., Wilmington, Del., to Alfred M. Pettler Adv. Agency, Orinda, Calif., as account executive; **Nancy Cordeal,** Needham, Louis & Brorby Inc., Chicago, to agency as traffic manager.

Les Scholty, account executive, J. Walter Thompson Co., Kansas City, to Kenyon & Eckhardt, L. A., in same capacity; **Betty Shoemaker,** BBDO, N. Y., to Kenyon & Eckhardt, N. Y., as copywriter.

A. J. Mittelhauser, formerly public relations director, Cincinnati Milling Machine Co., to Wasser, Kay & Phillips Inc., Pittsburgh, as account executive.

Dwight Mitchell, formerly with Armour & Co., Chicago, to L. W. Ramsey Co., same city, as account executive.

James Wangers, account executive, William H. Weintraub & Co., N. Y., to Campbell-Ewald Co., Detroit, as assistant account executive.

Robert S. Ferguson to Adv. Assoc. of Phila. Inc. as account executive.

Joseph N. Wager appointed general sales manager, frozen foods div., Fox DeLuxe Foods Inc. (poultry, butter, eggs), Chicago.

Lyle R. Cazel, printed promotion material supervisor and direct mail and co-operative advertising coordinator and supervisor, Cory Corp. (appliance manufacturers), Chicago, promoted to advertising and publicity manager.

Albert F. Remington, formerly passenger car advertising coordinator, Ford div., Ford Motor Co., Dearborn, Mich., to Studebaker-Packard Corp., same city, as Packard and Clipper cars advertising manager.

William J. Hecker, formerly with Cecil & Presbrey, N. Y., to National Biscuit Co., same city, as advertising director, special products division.

Tom Scott, formerly with Grant Adv., Chicago, to H. W. Kastor & Sons Adv. Co., same city, as media director.

John M. Schull to newly-formed merchandising dept., Philip J. Meany Co., L. A., as director.

Murray Laub to Lewyt Corp., Brooklyn, N. Y., as retail merchandising manager.

Edwin R. Rooney Jr., radio-tv director, Doremus & Co., N. Y., to radio-tv dept., Ruthrauff & Ryan Inc., same city, as production supervisor.

Charles F. Gauss rejoins Oakleigh R. French & Assoc., St. Louis, as creative head.

Matt McEniry, formerly with KLZ Denver, to Matthew Roberts & Co., same city, as associate in charge of radio-tv.

Allan J. Copeland, vice president, Grant, Schwenck & Baker, Chicago, resigns Nov. 1 to reopen own agency.

Julien Field, vice president, William Esty Co., N. Y., to copy staff, Ted Bates & Co., same city; **George Cummings,** art director, Hutchins Adv. Co., N. Y., to art staff of agency.

Charles L. Schrameck, industrial and consumer products district sales promotion manager, Glidden Co., Cleveland, to copy staff, James Thomas Chirurg Co., N. Y.

James M. Loughran, national advertising and merchandising director, Tasti-Diet Foods Inc., Stockton, to sales promotion staff, Erwin, Wasey & Co., L. A.

Frank Jamison, Public Service Corp. of Colorado, Denver, to Denver Convention & Visitors Bureau as public relations advisor.

J. B. French Jr., formerly with Ted Levy Adv. Agency, Denver, to Ben Bezoff & Co., same city.

George W. Malcomson Jr. and **Thomas D. Paff** to N. W. Ayer & Son, Philadelphia.

W. W. Chambers Jr., W. W. Chambers Co. (funeral homes), Washington, elected president, Adv. Funeral Directors of America Inc., at annual meeting, Cleveland.

George Wolf, vice president, Ruthrauff & Ryan, N. Y., appointed chairman, public relations and education committee, New York City Cancer Committee.

THEY 'BANK WITH TRUST' ON LOCAL RADIO-TV

FIFTY-TWO week contract to sponsor the Liberace radio show over WIOD Miami, representing the 17th consecutive year Miami's First Federal Savings & Loan Assn. has been with the station, is signed by (l to r) Dr. W. H. Walker, bank president and founder, Robert L. Fidlar, WIOD sales manager and James M. LeGate, general manager of WIOD.

FIRST major tv campaign of the First National Bank & Trust Co. of Tulsa is launched over KOTV (TV) there with signing of a 52-week contract for the *All American Game of the Week* and *Corliss Archer*. Seated: Russell Hunt, bank vice president; standing (l to r): Benton Ferguson, Ferguson-Underwood & Assoc., Jack Hauser, KOTV (TV) sales, and Don Flynn, First National Bank.

BANK SPONSORSHIP of 7:30 a.m. Dale Clark news over WAGA Atlanta is signed for by James Furniss (l), vice president in charge of advertising for Citizens & Southern National Bank, and Ross Wilhelm, account executive for Burke-Dowling-Adams advertising agency.

FIRST CONTRACT for WJNO-TV West Palm Beach, is agreed to by C. E. Patterson (r), executive vice president, Bank of Palm Beach & Trust Co., and William (Bud) Housner, WJNO-TV sales manager. The bank will sponsor a 6:30-40 p.m. newscast three times weekly.

IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4

KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

KRON TV 4
SAN FRANCISCO

Gordon Says Tv Films Are Sound Investment

TPA president tells Commercial Finance Industry convention that television filmmaking is no longer a gamble.

INVESTMENT in television films, once regarded a gamble, may now be considered sound, Milton A. Gordon, president of Television Programs of America, tv film production and distribution firm, told the tenth annual convention of the Commercial Finance Industry in New York last Monday.

MR. GORDON

Mr. Gordon, a former executive vice president of Walter E. Heller & Co., Chicago finance company, who has been credited with engineering the financing of many major motion pictures, expressed the belief that the factor of distribution is "the key to the change of television from a gamble to a good investment." He continued:

"Distribution has now reached such a high state of efficiency among the three or four top companies that television is right now more predictable from a financial standpoint than motion pictures."

He injected a cautioning note, pointing out that he would not consider "a small company with a small sales staff a good risk for a series of $35,000 programs." He said there are "too many industry factors" which militate against recovery of such a high price by a company without a strong sales organization.

"But given a reasonably priced series of good quality and working with one of the better distributors," Mr. Gordon declared, "I feel there is a margin of safety in a 50 to 60% loan. In this area, a safe loan can be liquidated fairly comfortably, with some semblance of a decent profit."

Mr. Gordon traced the history of banking's interest in show business, claiming it is little more than 30 years that bankers have regarded the entertainment field as "a good credit risk." It was the motion pictures that gave the entertainment world an "area of predictability" for bankers, Mr. Gordon said, and the television film industry is achieving a similar status.

In the early days of the tv film industry, he said, financing a tv film venture was "an out-and-out gamble." Mr. Gordon contended that producers in those days had little knowledge of distribution and thereby were "thrown against problems they found unsurmountable."

In contrast, Mr. Gordon continued, today there are three or four leaders and about a dozen smaller companies that distribute and produce tv filmed shows. These companies, he said, are concerned vitally with both production and distribution and therefore afford an "area of predictability" for bankers.

'Corliss' in 128 Markets

SALE of *Meet Corliss Archer,* Ziv Television Program's new film show, in 128 markets in the U. S. and Canada has been announced by M. J. Rifkin, vice president in charge of sales. The series made its debut last week. Included in the 128 sales are 95% of the top 70 markets in the country, Mr. Rifkin said.

Among sponsors carrying the show are food chains, packing firms, bedding companies and banks with food concerns leading the list. Latest addition to sponsors of the series is the Oscar Mayer Meat Packing Co. which has purchased the package for Chicago, Madison, Wis., and Davenport, Iowa-Rock Island, Ill.

Guild Films Chiefs Confer on Expansion

DETAILS of a major expansion program by Guild Films Co. in production, sales and services in 1955 were to be described yesterday (Sunday) at the opening session of a two-day conference to be held in the company's New York office. The meeting will continue today with Joseph P. Smith, Guild Films sales director, presiding.

Scheduled for attendance at the conference were all Guild Films executives from coast to coast to hear plans centering around the establishment of a production unit in New York and expansion of production facilities in Hollywood. Reub Kaufman, Guild president, was to lead discussion on this phase of Guild Films' operation, and also touch on several new developments regarding the company's five current shows—*Liberace Show, Life with Elizabeth, Joe Palooka, Florian ZaBach,* and *Frankie Laine.*

Mr Smith outlined sales plans for 1955, reporting that Guild Films expects to open new sales offices in New England, the South and the Southwest. Monroe Mendelsohn, sales promotion director, said an intensified promotion program is in the offing, and gave details of a new merchandising service plan on a local basis, to be known as "Operation Blockbuster."

Other scheduled speakers at the meeting were Art Gross, director of client service relations, who was slated to present highlights of a program for increased cooperation with stations and sponsors, and development of a new premium pattern for all Guild Film shows, and Edward Grossman, head of the Guild radio division, who was to report on progress in sales and services and on future plans for expansion.

As part of the expansion program, Mr. Kaufman announced that Karl H. Gericke, formerly assistant director of network program sales for ABC-TV, has been appointed assistant sales director of Guild Films, and Arnold L. Deutschman has been named administrative aide to the president.

David Rose Joins Ziv Tv To Head New Music Unit

NEW MUSICAL department, headed by David Rose, composer and conductor, has been established at Ziv Television Programs Inc. In addition to his duties as musical director, Mr. Rose also will handle musical direction on the new Ziv Show, *Eddie Cantor Comedy Theatre,* now in production at Ziv's West Coast studios.

The company has announced that future plans call for the filming of an additional six programs next year, among which are musical and variety shows. In announcing Mr. Rose's appointment, John L. Sinn, Ziv president, said, "By signing David Rose, we are following through with our policy of acquiring the top names in show business for Ziv productions." Ziv's contract with Mr. Rose followed by a few days the firm's announcement that it had concluded a five-year pact with the American Federation of Musicians.

Bonded Film Shipment Offers 60-Day Trial

AS A MEANS of testing its plan designed to reduce film shipping costs to tv stations, Bonded Tv Film Service, New York and Los Angeles, announced last week it is offering the plan without charge to tv stations throughout the country for a period of 60 days.

In making the announcement, Chester M. Ross, president, said stations will be able to determine during the no-charge period "the substantial savings accruing to them through the Bonded plan to cut film shipping cost." He claimed that in many cases the savings will run as high as 40%.

Mr. Ross explained that the cost-cutting is achieved in the Bonded plan through the coordination of film shipments between tv stations and film distributors in such a way as to take advantage of bulk shipping rates, which decrease as the weight of a shipment increases. This is effected under Bonded's plan by combining a number of varied single shipments of different distributors' prints for the same station into one bulk unit, utilizing Bonded's specially-designed containers, according to Mr. Ross.

"Three options are given on service charges to the station for the cost-saving Bonded Tv Service," Mr. Ross continued. "The charge is tailored to the advantage of each station, either on a per-pound basis, a percentage of the savings by use of the Bonded plan, or a weekly service charge. The purpose of the 60-day no charge offer is to give stations an adequate test period that not only will prove the efficiency of the plan, but enable the station to choose the optional service charges best suited to its needs."

Mr. Ross reported that more than 70 stations currently are using the Bonded plan and that new subscribers have averaged three per day since the start of the 60-day offer.

Goldwyn-Pickford Dispute May Force Sale of Studios

SALE of the $2 million Goldwyn Studios, Hollywood, is expected to be ordered next month by Long Beach Superior Court Judge Paul Nourse. Five-year court differences between owners, silent screen star Mary Pickford and motion picture producer Samuel Goldwyn, were resumed a fortnight ago, the disagreement involving ownership of specific equipment.

Judge Nourse is expected to view the studios this week and order the sale. Jacques Leslie, attorney for the former star, has informed the court he has a buyer who will pay $1½ million for the property. Series currently being filmed at Goldwyn include CBS-TV's *Topper, Schlitz Playhouse of Stars,* NBC-TV's *Loretta Young Show* and ABC-TV's *Cavalcade of America.*

FILM SALES

Tom J. Corradine & Assoc., Hollywood, announces following sales: 77 westerns and 26 features to KOIN-TV Portland, Ore.; 26 features to KRON-TV San Francisco; 38 features to KOAT-TV Albuquerque; 140 features to KOVR (TV) Stockton, Calif.; 56 features to KUTV (TV) Salt Lake City; 38 half-hour westerns to KHJ-TV Hollywood; nine features to KTLA (TV) Hollywood, and 52 *This Is the Story* films to KTTV (TV) Hollywood.

Official Films Inc., N. Y., has sold *The Star and the Story* half-hour tv film drama series to Anheuser-Busch Inc. (Budweiser Beer), St. Louis, for showing in Philadelphia, Pittsburgh, Lancaster, all Pa., and Boston and Washington.

KPRC-TV
HOUSTON

FIRST

WITH

469 Years
OF TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 469 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

*aggregate TV experience total

Plus

YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV
HOUSTON

FIRST

WITH TOP SYNDICATED SHOWS

plus—

KPRC-TV supplements its top-rated NBC network programming with the very best syndicated shows available. The ability of each show to dominate its time period plus the "inheritance" of KPRC-TV's "FIRST . . . morning . . . afternoon . . . evening" schedule, assures superior coverage in every time period.

These syndicated shows interlace the network schedule:

Corliss Archer	Lone Wolf	Ellery Queen
Mr. D.A.	Wild Bill Hickok	I Led 3 Lives
Favorite Story	Death Valley Days	Duffy's Tavern
Racket Squad	Annie Oakley	Amos 'n' Andy
Kit Carson	City Detective	Heart of the City
Superman	Ramar of the Jungle	Liberace
Flash Gordon	Cowboy G-Men	Bible Dramas
Cisco Kid	57 Playhouse	Royal Playhouse
Waterfront	Badge 714	Hopalong Cassidy

plus—

YOUR BEST COST-PER-THOUSAND BUY!

XUM

KPRC-TV HOUSTON

FIRST

plus—

YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV Channel 2

JACK HARRIS, Vice President and General Manager

Nationally Represented By EDWARD PETRY & CO.

FIRST in the South's First Million Metropolitan Market!

FILM DISTRIBUTION

Artists Distributors Inc., L. A., has acquired tv rights to *Stories of Yesterday's World, Isles of Mystery and Romance* and *Ghost Towns of the West,* three quarter-hour film series produced by Simmel-Meservey Tv Productions, same city.

Louis Weiss & Co., L. A., has acquired tv and non-theatrical distribution rights to "Yield Not to Temptation," "Good for Evil" and "The Prodigal Father," three 11-minute religious films produced by Guardian Films, Hollywood.

U. S. Information Agency, Washington, has made available 28½-minute film, "Operation Truth," depicting overseas operations of agency in combatting communist untruths in foreign countries.

Family Films Inc., Hollywood, announces availability of 16mm film, "A Boy and His Bible," Christmas church film about cynical newspaper editor and pious copyboy.

McConkey Artists Corp. (talent representatives), N. Y., announces opening of tv film distribution service with Howard Grafman general director of department.

FILM PEOPLE

Eloise Reeves, formerly film director, KABC-TV Los Angeles, to Artists Distributors, same city, as vice president and general sales manager.

Constance Lazar, West Coast manager, Unity Television Corp., Hollywood, to United Producer-Distributors, same city, as vice president in charge of sales.

Cy Donegan Jr., sales staff, Motion Pictures for Television Inc., N. Y., to Minot Tv Inc., N. Y., as New York sales manager.

Robert E. Gips, formerly with tv dept., National Screen Service, N. Y., to Mel Gold Productions, same city, as production supervisor.

Alan Press to traffic dept., Screen Gems Inc., N. Y., as head; **David Greene** to traffic dept. as chief expeditor; **Bernard Kahn** and **Robert L. Stevens** to traffic dept. as film inspectors; **Arthur Topol,** assistant sales service manager, sales service dept., Screen Gems, appointed sales service manager, succeeding **George E. Burgess Jr.,** who moves to sales dept; **Bud Donnelly,** formerly with Lever Bros. Co., to sales dept. as assistant to midwestern sales manager, Chicago; **Conrad Waldstein,** recently separated from U. S. Signal Corps, Tokyo, appointed assistant to business manager; **W. Scott McLucas** to production dept. as production assistant; **Stanley Ackerman,** formerly director, Resident Theatre, Kansas City, to production dept. as dialogue director; **Eli Levitan** to commercial animation dept. as technician and animator; **Joe Morrison** and **Vincent Cafarelli** to commercial animation dept, as assistant animators; **Fred Eng** to commercial animation dept. as painter.

Maurice R. Morton, business affairs director, CBS-TV Hollywood, to McCadden Corp., same city, in same capacity.

John B. Dalton, assistant sales manager, WABC-TV New York, to United Television Programs Inc., same city, as account executive.

Erna Lazarus, writer, Rawlins-Grant Inc., Hollywood, promoted to associate producer.

Harry Anger, tv production supervisor, General Artists Corp., N. Y., appointed chairman, talent committee, "Celebrity Parade for Cerebral Palsy" program, Oct. 23 WABC-TV New York telethon.

SALES PROOF OF SUCCESS, AWRT TOLD

ABC's Ted Oberfelder tells AWRT workshop session that ratings are over-emphasized. He says sales should be the advertisers' guide.

SALES chalked up by a sponsor and not the rating of his program should be a guiding factor in the broadcast business, according to Ted Oberfelder, ABC vice president and WABC New York manager.

Mr. Oberfelder took part in morning workshop sessions Oct. 9 at the two-day New York State Conference attended by some 200 members of American Women in Radio and Television at the Hotel Park-Sheraton, New York.

He also minimized efforts in station merchandising, store visits by program personalities and other such special promotions, asserting that "these extras just dilute the sales dollar. Why give away talent and time?"

Taking issue, Margaret Arlen, WCBS-TV New York commentator, said the broadcaster is a member of the sponsor's sales staff and so far as attending a store opening—that's the quickest way for a broadcaster to meet several thousand people at one time.

Mr. Oberfelder said many women broadcasters get low ratings for their programs even though they sell the advertised products in great amounts. "I'd rather have a program with a one rating point and sell the product than to have a 101 rating but poor sales," he said.

Mrs. Doris Corwith, supervisor of public affairs at NBC and former national president of AWRT, said the woman broadcaster's greatest problem is to get a proper evaluation of her actual impact on her audience. What's needed, she said, is a survey of women's markets and how women's programs can best serve the public.

In other morning sessions, Pauline Frederick led a group discussion on advertiser-station relations; Helen Hall presided over an internal management relations panel, and Helen Parkhurst led another panel in a discussion of public relations.

In the evening, speakers included William Dodson, tv staff director, ABC; Geraldine Zorbaugh, ABC general counsel; Neal L. Moylan, director, New York State Radio-Motion Picture Bureau and program chairman, Mohawk-Hudson Council for Educational Television; Robert O'Bradovich, makeup specialist (NBC), and Josephine McCarthy, cooking specialist with the daily *Herb Sheldon Show* on WRCA-TV New York.

Mr. Dodson said the chief trouble in the video business, from the producer-director standpoint, "is lack of time and space, both of which can be bought." Mrs. Zorbaugh noted that work has become more complex since tv contracts have come on the scene and assured her audience that, even in legal terminology, "it's possible to write contracts people can understand." Mr. Moylan led a discussion on the current FCC definition of what constitutes an educational program, evoking several differences in opinion from the floor.

Preparations for a cooking demonstration on tv, according to Miss McCarthy, must be exact, complete, swift and clear because "complicated doings on tv lose the watcher's interest." Mr. O'Bradovich demonstrated on a model how makeup changes an actress' age or appearance.

Also in the evening sessions, Lilian Okun, producer-director for WMCA New York and chairman of the AWRT chapter's job counseling committee, discussed "do's and don'ts" of job-hunting. Moderator was Adelaide Hawley, the *Betty Crocker* of radio and tv.

Final session the morning of Oct. 10 was preceded by a breakfast sponsored by the Florida Citrus Commission, General Foods Corp.. Frederick B. Cooper Inc., Poultry & Egg National Board, General Baking Co., Welch Grape Juice Co., Joseph B. Martison Co. and Dairymen's League Cooperative Assn. Inc. Sally Work, WBEN Buffalo, New York state chairman of AWRT, presided at the closing business session.

A proposal by a faction of AWRT that a state-wide organization of New York women in the broadcasting field be set up was discussed during the weekend meeting but no action was taken. However, to facilitiate the conference in its state-wide activity, Barbara Hall, WHCU Ithaca commentator, was elected state treasurer to handle financial affairs at the direction of the New York state chairman.

At the same time, the chairman was authorized to appoint an advisory committee that will work on arrangements for future conventions.

During the conference, Judge Irving Ben Cooper, chief justice of the Court of Special Sessions, City of New York, urged radio-tv people to cooperate in the stimulation of community efforts to combat juvenile delinquency.

Heart of America AWRT Elects Hayes President

ANNE HAYES, KCMO Kansas City, was elected president of the Heart of America Chapter, American Women in Radio & Television, at its recent Omaha meeting. Other officers elected were: Wilma Sim, KSD-TV St. Louis, vice president; Martha Spaulding, WDAF-AM-TV Kansas City, secretary, and Jean Sullivan, Buchanan-Thomas Adv. Agency, Omaha, treasurer.

Panel on ways to improve women's programs included Miss Hayes; Milton J. Stephan, radio-tv director and partner, Allen & Reynolds, Omaha agency; Robert Thomas, WJAG Norfolk, Neb., and Mrs. Arthur Schmad, representing listeners and viewers. Mr. Stephan called for fresh ideas in the commercial field and said advertisers look to the home show's ability to sell a loyal audience. Mr. Thomas urged sincerity and naturalness along with distinct speaking and convincing language. Miss Hayes advised careful preparation for programs.

Participants in a radio panel were James Harker, KBON Omaha; Lucille Verness of Shenandoah, Iowa; Mal Hansen, WOW Omaha, and Arthur H. Parson, Omaha. They agreed radio's first job is to entertain and noted that the public quickly detects pretense.

Speakers on tv commercials were Zeta Salisbury, WOW-TV Omaha; Barney Carson, Shenandoah; Elsie Neely Sanderson, KOLN-TV Lincoln, Neb., and Verne Reynolds, WOW-TV.

Moderators of the panels were Esther Martin, KDTH Dubuque; Marge McGovern, KWBW Beatrice, Neb., and Miss Sim.

Advertising Council Day

FIRST Advertising Council Day in the history of the 12-year-old non-profit public service advertising organization will be held at the Waldorf-Astoria Hotel in New York Nov. 17. An all-day series of meetings on various Council operations will be held, climaxed by a dinner that evening at which Dag Hammarskjold, secretary general of the United Nations, will be the principal speaker.

NARTB DIST. MEETINGS IN SEVENTH WEEK

Far West portion of the circuit gets underway at Portland, Ore., today for Dist. 17. Later this week it will be Dist. 15 in San Francisco.

TWO NARTB districts—9 (Ill., Wis.) and 11 (Minn., N. D., S. D.)—last week sought practical ways of handling political broadcasts and reviewed current legislative and regulatory threats to private industry as the autumn series of meetings wound up the sixth week.

The NARTB headquarters team moved to the far West over the weekend, with District 17 (Wash., Ore., Alaska) convening today at the Davenport Hotel, Spokane. Richard M. Brown, KPOJ Portland, will preside as district director.

NARTB President Harold E. Fellows was forced to abandon the itinerary over the weekend to testify on Capitol Hill before the Hendrickson subcommittee on juvenile delinquency. Ralph W. Hardy, NARTB government relations vice president, was to report to the District 17 membership on behalf of President Fellows, who planned to resume the schedule Thursday at the opening of the District 15 (N. Calif., Hawaii, Nev.) meeting at the Clift Hotel, San Francisco.

FCC Comr. John C. Doerfer is to address the Spokane meeting. He had previously appeared at the District meeting held Sept. 13-14 at Lake Placid Club, Lake Placid, N. Y. Worth Kramer, WJR Detroit, who also spoke at Lake Placid, is to be radio guest speaker at Spokane with Jack Harris, KPRC-TV Houston, as tv guest.

William D. Pabst, KFRC San Francisco, will preside at the District 15 meetings as district director.

DISTRICT 9

BROADCASTERS were challenged to decide between radio and tv, and not try to mix the two, in an address delivered at the NARTB District 9 (Ill., Wis.) meeting Monday-Tuesday at Lake Lawn Lodge, Lake Delavan, Wis. Ben Sanders, KICD Spencer, Iowa, radio guest speaker, predicted a strong future for radio but said ideas and sound public service policies are needed.

Sixty-one delegates and guests attended the meeting, with Hugh K. Boice, WEMP Milwaukee, presiding as district director.

Taking part in a radio forum were Mr. Boice; Charles C. Caley, WMBD Peoria; Kenneth S. Gordon, KDTH Dubuque, Iowa; Merrill Landsay, WSOY Decatur; Harry Peck, WISN Milwaukee, and Gordon Sherman, WMAY Springfield.

NARTB President Harold E. Fellows addressed the banquet on the topic, "I Am a Broadcaster."

James C. Hanrahan, WEWS (TV) Cleveland, tv guest, reviewed the problems of starting a tv station. He said it is almost impossible to make enough money in tv after taxes to keep up with obsolescence and the cost of modernizing studios as well as equipment. He advocated a single rate card, with a discount for local advertisers.

Participating in a tv roundtable were Robert J. Borow, WDAN-TV Danville; Howard Dahl, WKBH-TV La Crosse, Wis.; Hayden Evans, WBAY-TV Green Bay, and Leslie C. Johnson, WHBF-TV Rock Island.

Members of the resolutions committee were Mr. Peck, chairman; Mr. Dahl and Mr. Lindsay. The resolutions warned of dangers lying in proposed legislation; urged fewer industry meetings; commended President Fellows and his staff and voiced appreciation for the service of former FCC Comr. George E. Sterling.

Film Sales Standards Set on Chicago Agenda

PROPOSALS to bring uniformity in tv film sale and purchase will be drafted by the NARTB Film Committee for submission to NARTB's Tv Board. The committee met Monday-Tuesday at the Conrad Hilton Hotel, Chicago, with Harold P. See, KRON-TV San Francisco, presiding as chairman.

The committee was set up to develop suggested standards involving purchase, handling, use and other facets of film between tv stations and film distributors and producers. Mr. See says the recommendations would be incorporated as a "guide" for industry rather than as compulsory standards. No single standard film contract is expected to materialize from the group's own study, he emphasized, though that would be the ultimate aim when broadcasters eventually convene with distributors and producers.

The NARTB Film Committee threshed out problems of damaged film, expedition of delivery, music clearances, right of privacy and other factors entering into use of film by stations. It hopes to point out certain "pitfalls" to be avoided by stations and distributors alike in considering any one of a number of different type contracts. Biggest problem, he said, lies in use of feature rather than syndicated film.

Mr. See expressed hope that distributors would band together and set up a central organization which could serve as liaison with the television industry. He said the committee hopes to have its report ready by the time the NARTB Tv Board meets late in January, though this was not assured.

Members of the committee at the meeting, in addition to Mr. See, were: Elaine Phillips, WSPD-TV Toledo; Paul Adanti, WHEN-TV Syracuse, N. Y.; Irving Rosenhaus, WATV (TV) Newark, N. J.; John Esau, KTVQ (TV) Oklahoma City; Raymond Welpott, WRGB (TV) Schenectady, N. Y.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Klaus Landsberg, KTLA (TV) Los Angeles.

Attending from NARTB were Thad Brown, vice president and counsel to Tv Board; Howard H. Bell, assistant to the president, and Abiah Church, NARTB attorney.

Tibbett Elected to ABA Post Succeeding Elmer G. Salter

GENE TIBBETT, WJRD Tuscaloosa, former president of the Mississippi Broadcasters Assn., has been elected secretary-treasurer of the Alabama Broadcasters Assn. Mr. Tibbett will fill the unexpired term of Elmer G. Salter, WAUD Auburn, who resigned. T. E. Martin, WAPI Montgomery, was elected to ABA's board.

MR. TIBBETT

Three radio executives and a U. of Alabama faculty member were cited by ABA for distinguished service to Alabama radio. They were Joseph C. Mathews, WJJJ Montgomery; David E. Dunn, WSFA Montgomery; Curtis DeLamar, WGAD Gadsden, all of whom are retiring from broadcasting, and Dr. J. R. Morton, associate dean, U. of Alabama extension service.

ABA decided at its recent meeting [B•T, Oct. 11] to hold the 1955 spring session at Montgomery.

J. Leonard Reinsch, managing director of the Cox stations, told ABA delegates that radio's biggest problem is tv competition but assured that "top programming, hard work and imagination could maintain radio as a distinct and vital medium."

Mr. Reinsch, chairman of the Democratic National Committee's Radio-Tv program section in 1952, was presented a silver tray by J. Dige Bishop, WCTA Andalusia, ABA president.

Participants in a media panel were Kevin B. Sweeney, BAB, for radio; A. C. Schofield, Storer Broadcasting Co., for tv; W. Frank Aycock, *Birmingham News,* for newspapers; O. W. Spoor, Loveman's Department Store, Birmingham, for consumer advertising; G. W. P. Atkins, Southern Advertising Service, Birmingham, for car cards; Thomas E. Martin, WAPX Montgomery, moderator.

DELEGATE GROUP at NARTB District 9 meeting at Lake Delevan, Wis. (l to r): Charles Lanphier, WTVW (TV) Milwaukee; Hugh K. Boice, WEMP Milwaukee, district director; John E. Pearson, John E. Pearson Co.; Kenneth S. Gordon, KDTH Dubuque, and Harry D. Peck, WISN Milwaukee.

NARTB District 10 group at Omaha meeting (l to r): William B. Quarton, WMT Cedar Rapids; Ernest C. Sanders, WOC Davenport; Paul Adanti, WHEN-TV Syracuse; Owen Sadler, WMTV (TV) Omaha; Frank Fogarty, WOW Omaha; Todd Storz, KOWH Omaha, and Donald D. Sullivan, KVTV (TV) Sioux City.

RATINGS DISCUSSED AT OSU CONFERENCE

QUESTION of the adequacy of radio-tv rating services was the topic of an address delivered by Norman Glenn of Doherty, Clifford, Steers & Shenfield, New York, last Friday at the 11th Annual Ohio State U. Conference on Advertising meeting in Columbus, Ohio. Mr. Glenn is vice president in charge of the agency's broadcasting planning.

In his talk, Mr. Glenn attempted to "uncover the roots of this uneasiness about ratings," which he stated was illustrated by an article on the subject in the Oct. 29 issue of *Collier's*. He outlined the various ways in which audience information can be obtained and pointed out that "the fact that there are so many different methods practiced commercially indicates that no ideal measurement has yet been found."

In defense of the disparity in certain ratings supposedly measuring a given program, Mr. Glenn said such differences should be expected because different rating services measure different things. He defined his point by analyzing the opportunity for difference in the area sampled, the representativeness of the sample selected, the specific method used in the testing and the variety of time lengths used in the reporting period.

"The opportunities for variations in ratings are great and when they do occur, it does not mean that one service is right and all the others are liars," Mr. Glenn said. The problem rests in what kind of audience measurement will give the most useful information. Since the answer depends on individual needs, Mr. Glenn pointed out that for this reason there will always be a number of rating services.

Ohio Broadcasters Plan Sales Clinic in Columbus

ANNUAL sales meeting will be held Friday by the Ohio Assn. of Radio-Tv Broadcasters in the Neil House, Columbus. Robert D. Thomas, WNBS-TV Columbus, is chairman of the convention committee. The program includes both radio and tv speakers.

Radio speakers include Ralph Brent, WIP Philadelphia, and Robert Fehlman, WHBC Canton. Victor A. Sholis, WHAS Louisville, will moderate a sales panel. Tv speakers include John Heiskell, Ohio Bell Telephone Co.; Ken Fleming, chief timebuyer, Leo Burnett Co., Chicago; Norman Gittleson, WJAR-TV Providence, R. I.; Terrence Clyne, senior vice president, Biow Co., New York, and Earl Moreland, WMCT (TV) Memphis.

The two units will join for a luncheon to be addressed by Charles F. Rosen, executive vice president of W. B. Doner Co., Detroit. Gordon Eldredge, advertising manager of Ford Motor Co., will address a joint radio-tv session.

Radio Pioneers Plan Meet At Toots Shor's Oct. 27

FIRST regular fall meeting of the Radio Pioneers will be held the evening of Oct. 27 at Toots Shor's in New York under the joint auspices of the national body, headed by Arthur B. Church of Kansas City, and the New York chapter, of which Frank Silvernail, BBDO, is president.

Lowell Thomas will be one of the masters of ceremonies and he along with Raymond A. Heising and Lloyd Espenschied will receive citations awarded them by the Radio Pioneers at the annual meeting in Chicago last spring. During the meeting there also will be a salute to Charles Butterfield, who will retire early next month after 25 years as radio-tv columnist there for Associated Press.

A large delegation of members of the National Assn. of Educational Broadcasters is expected to attend the meeting. The NAEB holds its annual convention in New York the end of this month.

Kiwanis Backs Drive To Commend Radio, Tv

NEARLY 4,000 Kiwanis clubs in the U. S., its territories and Canada are being asked by Kiwanis International to participate in National Radio & Television Week Nov. 7-13 and to pay tribute to local stations.

Don E. Engdahl, Kiwanis International president, has urged clubs to use tie-in material contained in a "Kiwanis Radio & Television Appreciation Kit" for the observance or to hold "appreciation" meetings at the local level. The purpose is to commend stations for their contribution to "freedom of speech" and thank broadcasters for past cooperation on Kiwanis public service community projects.

The kit sent to clubs contains a fact sheet with suggestions for setting up radio-tv appreciation committees, radio-tv announcements, news releases and factual radio-tv data. Spots salute stations as "good citizens, champions of free expression and guardians of our liberty."

STRESS CONTINUITY, LITTLE TELLS AAAA

Advertising more important than ever before, Campbell-Ewald president says at Chicago meeting.

"ADVERTISING will be more important to management than ever before" because of expanding markets and as sales go up, so will profit and volume, "but not without a lot of advertising," Henry G. Little, president of Campbell-Ewald Co., Detroit, declared last week.

In a speech prepared for delivery Friday before the Central Region of the American Assn. of Advertising Agencies, of which he is vice chairman, Mr. Little urged better integration between sales and advertising and more and better research with emphasis on "continuity."

"Frequent exposure to the sponsor's message contributes mightily to penetration and action," he asserted in a luncheon talk to the AAAA Central Region, holding its annual convention at the Drake Hotel in Chicago.

A need for "real research" also was sounded by Charles H. Brower, vice president in charge of creative departments at BBDO. He noted that while a "good start" has been made by the Advertising Research Foundation, perfect research is still merely an "ideal." He pointed out that only 67 out of 3,000 national agencies and 59 of some 13,500 national advertisers support it thus far. He spoke at a general afternoon session Friday.

Sessions on Thursday were devoted to management, with evening talks by Earle Ludgin, president of Earle Ludgin & Co., and Dr. C. H. Sandage, U. of Illinois, on advertising's agency-educator cooperative program and training of students to step into the field. Fred Gamble, AAAA president, reviewed the state of advertising during the morning session.

Sessions on media and radio-tv production headlined Friday meetings and workshop panels, first of their kind for the Central Region. Research also came in for discussion.

VOD Contest Programs Shipped to 2,000 Stations

TRANSCRIBED program material for use during National Radio Week, Nov. 7-13, in connection with the Voice of Democracy Contest, has been shipped to over 2,000 radio stations, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and national chairman of the annual high school contest committee.

Taking part in the contest are NARTB member stations plus other stations that have signified their desire to participate. NARTB, RETMA and the U. S. Junior Chamber of Commerce jointly sponsor the competition.

The transcribed programs include six 5-minute features which stations will air daily, one a day, during National Radio Week at a time when high school students can listen. Five excerpts from previous award-winning scripts are in the package plus an interview with Dr. Elsworth Tompkins, of the U. S. Office of Education. Mr. Secrest said stations which have not yet indicated they intend to take part in the contest can receive the transcriptions by writing the national VOD committee, 1771 N St., NW, Washington 6, D. C.

IN DETROIT...WHERE H

It's G-E...

WJBK-TV

G-E 35 KW ... Channel 2 ... Storer Broadcasting Company's television outlet in the highly competitive Detroit area. This CBS and Dumont affiliated station boasts all new facilities. Their G-E 35 KW transmitter and a new G-E antenna are aimed at obtaining *greater* coverage ... *better* coverage than ever before!

Key principals in the WJBK picture are: Paul Frincke, Chief Engineer (right) and Charles Ensley, TV Transmitter Engineer.

WWJ-TV

G-E 35 KW ... Channel 4 ... Detroit's *first* TV station! They have used more than six years of television broadcasting experience to good advantage. WWJ-TV recently completed plans to install a 1000 foot tower and re-locate their transmitter. The basic equipment ... G-E for high power! An outstanding newspaper interest—The Detroit News—controls this NBC interconnected station.

(Right) WWJ-TV's new transmitter building is reproduced from an original drawing.

E HIGH-POWER COUNTS

..all the way!

WXYZ-TV

G-E 50 KW ... Channel 7 ... American Broadcasting Company's station in Detroit has just completed installation of its high-power G-E antenna. The 200 KW effective radiated power achieved with a G-E 20 KW amplifier will be increased to 316 KW upon installation of a new General Electric 50 KW transmitter later in 1954.

The photo at right representing WXYZ-TV pictures Charles Kocher, Chief Engineer.

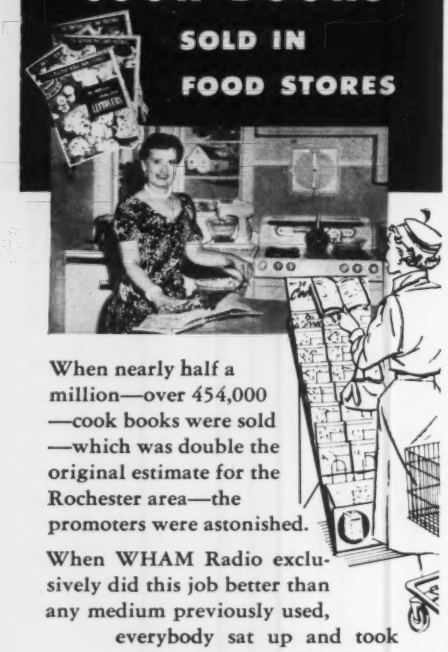
We've shown you the high-power ballot in Los Angeles—4 out of 5 vote for G-E. Now, take a look at Detroit—the nation's fifth largest market area and inherently a *power conscious* community. The vote: 3 out of 3 for G-E high-power! There you have concrete proof of product acceptance ... proof of outstanding equipment performance. Small wonder that General Electric today occupies this position of leadership in the high-power broadcasting field!

Before you make any commitment, measure the success of your TV market objectives by the highly successful experience all G-E high-power stations seem to enjoy. With G-E equipment you'll be off to a good start...aimed in the direction of profitable operation! Call our local G-E broadcast field representative today, or write us for further, complete information: *General Electric Company, Section* A-2104-18 *Electronics Park, Syracuse, N. Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

Madsen Tells Dealers How Radio Sells Food

INDICATION of radio's effectiveness for the food industry is that the number of supermarkets using radio adveritsing has increased 8% within the past year and more than half (53%) are now radio sponsors.

This evaluation was expressed last week by Arch L. Madsen, director of member service for BAB, in a talk before the Virginia Food Dealers Assn. He spoke before 250 food manfacturers, brokers, processors, wholesalers and retailers attending a three-day convention at the Hotel Chamberlin in Old Point Comfort, Va.

In documenting radio's sales advantages, Mr. Madsen touched upon the medium's "deep penetration" and its ability to "talk to more of the food stores' customers with unrivaled flexibility and economy"; its adaptability in meeting local conditions with sales messages tailored to tastes of persons in the community, and its ability to produce a list of "hundreds of success stories daily" from among all elements of the food industry. Radio has built the largest distribution system in the advertising industry, Mr. Madsen declared, pointing out that more than 13 million radio sets were sold last year alone, and that there are some 111 million sets operating in 95% of all American homes and in millions of public places.

Mr. Madsen discussed with the food executives various local problems, among which were commercial copy techniques, the use of slogans and the necessity for transmitting the personality of the food store and its manager to customers and prospects.

Phoenix Stations Organize; Rawls Elected President

DICK RAWLS, general manager of KPHO-AM-TV Phoenix and formerly with ABC and CBS, has been elected president of the newly-formed Metropolitan Phoenix Broadcasters Assn., according to Dan Schwartz of the same station, who was named director of public relations for the association. The group contains representatives of Phoenix' nine radio stations and three tv outlets. Other officers: Howard Loeb, owner of KRIZ, vice president; Dwight Harkins, manager, KVAR (TV) and KTYL, secretary-treasurer. Elected to the board: Homer Lane, program director, KOOL; Al Johnson, manager, KOY; Richard Lewis, president, KVAR-KTAR; and Frank Redfield, general manager, KIFN. Legal advisor will be Richard Kleindienst of Jennings, Strouss, Salmon & Trask.

MR. RAWLS

AAFP Approves Code And Standard Contract

CODE of fair practices and a standard contract form were approved by the American Assn. of Film Producers at a meeting in Chicago last Thursday. Mercer Francisco, Francisco Films, presided as chairman.

The organization, comprising some 14 midwest film companies, also recommended an educational program designed to sell American advertisers and corporations on the use of film as against other media.

The code covers scripts, delivery dates, producers, samples, rights to complete scripts, client protection, producers relations, employe relations and other factors. The standard contract form touches on such aspects as program payments, length of film, editing, animation, union liability and ownership of negatives.

AIEE Sessions Consider Color Tv, Broadcasting

SESSIONS on color television and international broadcasting highlighted the closing day of the fall general meeting of the American Institute of Electrical Engineers at Chicago's Morrison Hotel last week.

Recording of color tv programs from technical standpoints were discussed Friday by E. D. Goodale of NBC, while three members of the U. S. Information Service—E. T. Martin, Julius Ross and George Jacobs—reviewed engineering developments of the Voice of America.

H. P. Kelly, Bell Telephone Labs, described a portable test set for measuring color distortion in television systems. Very high powered long wave broadcasting stations were described in papers by C. E. Smith of Carl E. Smith Consulting Engineers, and J. R. Hall and J. O. Weldon, Continental Electronics Mfg. Co.

Over 1,500 electrical engineers, scientists, research specialists and manufacturers attended the five-day meeting which closed Friday. The opening day sessions were capped with a talk by Donald A. Quarles, assistant secretary of defense, on electronics and other technological aspects in defense. He noted that Soviet Russia is challenging the U. S. primarily in electronics and atomic energy.

In an early session, Richard Holgate, Philadelphia Electric Co., asserted that power frequency drops, which normally concern public utility engineers, would have no appreciable effect on radio-tv reception. A tv test was made during a series of experiments to determine the effect of reduced frequency and voltage during power shortages. Mr. Holgate quoted a Philadelphia radio manufacturer to the effect that a reduction of 10% would have no noticeable effect on radio reception.

AIEE delegates also were told that, while Americans bought over $200 million worth of magnetic sound-recording equipment and accessories last year, "the real future" in that field lies in computers, business machines and control mechanisms.

Henry Gets Convention Post

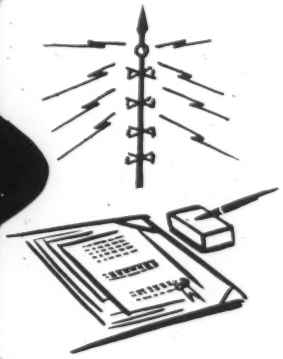
BILL HENRY, head of Bill Henry Assocs., Washington, D. C., has been elected chairman of the 1956 political convention committee of Radio-Tv Correspondents Assn. He served in the same role in 1948 and 1952. Other members of the committee will be elected later. Richard Harkness, NBC, is president of the correspondents' association and chairman of the executive committee of the Radio-Tv Galleries of Congress.

Price Heads Appliance Assn.

THE National Appliance & Radio-Tv Dealers Assn. has elected H. B. Price Jr., Norfolk, Va., as president, succeeding Vergal Bourland. Action was taken at an executive board meeting in Chicago Oct. 10. The board also confirmed Jan. 9-11 as dates for its national convention at the Conrad Hilton Hotel, Chicago, and moved to launch a national program to eliminate misleading statements from appliance advertising.

it's news... good news... GREAT news!

Two things just happened to prove WTVH-TV is "*the* power in Peoriarea".



1. WTVH-TV transmitting power has been increased to *214,000 watts!*

2. The ink's still wet on our *primary affiliation agreement with CBS!* Now, it's WTVH-TV for the great CBS productions . . . and for top ABC and DuMont shows, too.

And remember *where* all this is happening! Peoriarea is the second biggest, second richest market in Illinois. For the full story, ask a Petry man . . . and now, before too many time-buyers start after the choice availabilities still open.

POWER of signal . . . penetration . . . programming . . . personalities . . . promotion

EDWARD PETRY & CO., INC.

National Representatives

WTVH-TV

CHANNEL 19

The **POWER** in Peoriarea

here's real maqic...

the kind advertisers want to see when it comes to sales . . . And while sensational, there's no trick to the sales results you get through WTAR-TV. This established VHF station has just what it takes plus the know how . . . maximum facilities, topnotch network and local programming, an audience of 325,000 homes and dominance of an area that covers the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

OSBA-Formed Radio Network Helps State Fair Set Record

THREE-FOLD radio promotion of the 89th Oregon State Fair, which this year set an attendance record, was conducted by the Oregon State Broadcasters Assn., according to Manager Robert E. Summers, who adds that the promotion was sold on a statewide hookup of 32 stations, making it the first network of its kind to be developed by the association and the first sales package to be offered by the association as a group plan. The eight-day fair attracted 335,340 visitors, a 15% increase over normal attendance.

A beat was scored on the press, Mr. Summers claims, when an interview with Secretary of Agriculture Ezra Benson was carried over the 32-station hookup. Additionally, stations conducted local talent contests for up to six weeks before the fair with winners competing in state finals at the fair. Ted Mack, of Original Amateur Hour fame, conducted a daily free radio talent show and a nightly stage show at the fairgrounds, and selected the winner of the state finals, who will go to New York with Mr. Mack to appear on his national network *Amateur Hour*.

According to OSBA, the three objects of the promotion were to build state fair attendance, promote radio locally throughout Oregon and develop a salable statewide radio package. Because of "the tremendous success" of the promotion, the sponsor, Oregon Milk Producers, has requested first refusal rights on a repeat performance next year, Mr. Summers said, while two other interested purchasers were inquiring about next year's plans, either for a repeat promotion or a similar one tailor-made to their specifications. The State Fair profited to the extent of more than $50,000 in free spot announcements, more than 10 times its radio advertising budget, according to Mr. Summers.

New England Film Directors Schedule Nov. 30 Meeting

THE NEW Tv Film Directors Assn., New England chapter, will meet Nov. 30 at Boston's Statler Hotel to discuss the results of a membership campaign that was launched at the Oct. 5 session. The drive is to encourage the establishment of other regional chapters as well as to increase the membership of the New England unit.

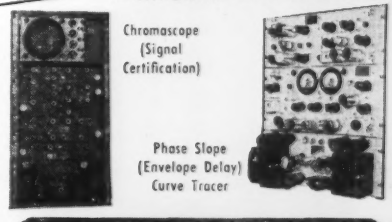
The group, which is headed by William Cooper, film director of WJAR-TV Providence, R. I., also set forth standards for better film practices within the industry. One of the aims brought out at the Oct. 5 session was that the association ". . . will eventually be recognized by the NARTB and be made an integral part of that organization," while retaining its own leadership.

ACE to Announce Winners

AMERICAN Cinema Editors tomorrow (Tuesday) will announce the winner of the "Critics' Award" in two classifications, tv films and motion pictures. For the annual event, recently inaugurated by ACE, the general membership nominates the five best edited films in the two categories, which have been shown locally between Sept. 1, 1953, through Aug. 31, 1954. Critics connected with the two industries then vote on the films in their respective fields. Video film series, which have been nominated, are NBC-TV *Dragnet, Ford Theatre, My Little Margie,* CBS-TV *Four Star Playhouse* and *Schlitz Playhouse of Stars.*

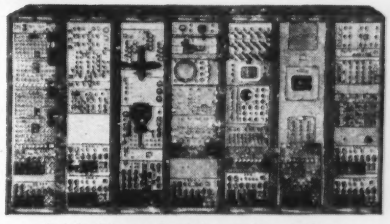
TELECHROME

THE ONLY COMPLETE LINE OF COLOR TV BROADCASTING EQUIPMENT



Chromascope (Signal Certification)

Phase Slope (Envelope Delay) Curve Tracer



Full facilities — Transmits, receives, monitors, analyzes composite color pictures

In Color TV instrumentation, no other name means as much as Telechrome . . . because no organization can match Telechrome's 4 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

DELIVERY 30 DAYS

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

88 Merrick Road Amityville, N. Y.

AMityville 4-4446

WANT ACTION?

NEED EXCITEMENT?

FIGHTING FOR AUDIENCE?

LOOKING FOR SPONSORS?

the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!

supported by over 100 MILLION PROMOTIONAL PIECES in the Biggest, most diversified, most comprehensive merchandising package ever offered . . . anywhere, anytime!

COST? ZERO!

This is not a Program

This is an NTA Plus Service . . .

Available to only 100 stations in the United States

©Copyright 1954 by Joseph H. Moss

NTA

PRESENTS

The Greatest Single Audience-Building Promotion in Broadcasting History!

NTA

IT'S "TV TIC-TAC-TOE"®

WITH

1 MILLION DOLLARS

$1,000,000.00

IN PRIZES

Free!

Over 3,000 Weekly Prizes — 40,000 Winners In All!

THIS PROMOTION HAS EVERYTHING!

EXCITEMENT . . . . prolonged for a 21-week period, leading up to a grand contest climax.

ACTION . . . . . every week a new contest, with everyone in your market eligible.

SIMPLICITY . . . . no captions to read! no box tops to handle! no slogans to judge . . . Our master plan makes it as easy as ABC.

REWARD . . . . . the greatest audience ever "Pied-Piper'd" into a station. Brings you . . . keeps for you . . . more national, regional and local sponsors than you've ever had before.

PRESTIGE . . . . . solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

CALL-WRITE-WIRE COLLECT!

GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK!

CALL YOUR NTA MAN TODAY! He's Only Minutes Away!

National Telefilm Associates, Inc.

625 MADISON AVENUE, NEW YORK, N. Y., Plaza 5-8200

WMCT
MEMPHIS
. . . is the only TV STATION in the Mid-South that every TV home* in the Mid-South can tune to.
● Best signal service
● Clearest picture within 135 miles radius of Memphis
* 291,181 TV sets as of September 1, 1954, according to latest distributors' figures.
TO SELL MEMPHIS YOU NEED
WMCT
CHANNEL 5
MEMPHIS' FIRST TV STATION
National Representatives The Branham Company
Owned and Operated by The Commercial Appeal
NBC Affiliate • Also affiliated with ABC and DuMont

TRADE ASSNS.

Radio-Tv, Advertisers Support Safety Council

NETWORKS, stations and advertisers, along with The Advertising Council, have pledged wholehearted support to the National Safety Council with special broadcasts and air mentions tieing into the council's 42nd annual National Safety Congress & Exposition in Chicago this week.

As of last Monday, NSC had received promises of safety allocation messages on 126 network programs and 472 local station shows. Additionally, The Advertising Council pledged 45 allocations during Safety Week, to be held Monday through Friday in Chicago.

Spot announcements, mentions on established programs and special broadcasts will be utilized to stress the theme that "safety is everybody's business." Some commitments have been on the air since Sept. 25.

Included in the Advertising Council allocation are such advertisers as Carnation Milk, Continental Baking Co., Texas Co. and Toni Co. Radio-tv advertisers also plan to push safety in printed media.

The Safety Council also published a list of stations which have scheduled messages on women's, farm, news and disc jockey programs. Special programs concerning local safety people who will attend the congress have been slated by KMJ Fresno, Calif.; KGWA Enid, Okla.; CKLW Detroit, Mich.; KCSR Chadron, Neb.; WPFB Middletown, Ohio; WHOO Orlando, Fla., and WHIO Dayton, Ohio.

Congress and exposition will be held at the Conrad Hilton, Morrison, Congress, LaSalle, Palmer House and Blackstone hotels.

TRADE ASSOCIATION SHORTS

Radio-Newsreel-Television Working Press Assn., N. Y., announces establishment of Mike & Press Service Bureau to provide free consultation on request to industrial and public relations firms and public officials.

Broadcast Adv. Council of Chicago formed by merger of Chicago Television Council and Broadcast Executives Club of Chicago.

The Tv 'Menace'

FROM a mother's standpoint, the real "menace" in television as far as children are concerned is that it "wears off too quickly." As related in an article in the October issue of *Harper's Magazine*, one mother considered tv "a new-found baby-tender" that kept her children out from under her heels while they were home. And while the baby-tender "didn't actually put the children to bed, . . . a simple system of threats and promises about future programs changed bedtime bedlam to bliss overnight," she recounts.

But something happened and the children became "bored stiff by it," the mother bewailed. The first signs: "They began to talk during the commercials and predict with deadly accuracy the second half of the program." They preferred "their own self-made brand of violence . . ." Anxious to restore the situation, she hopefully tried to prod the children into viewing by saying, "There's a good new quiz program." Tommy replied, "Yah. Who's buried in Grant's tomb."

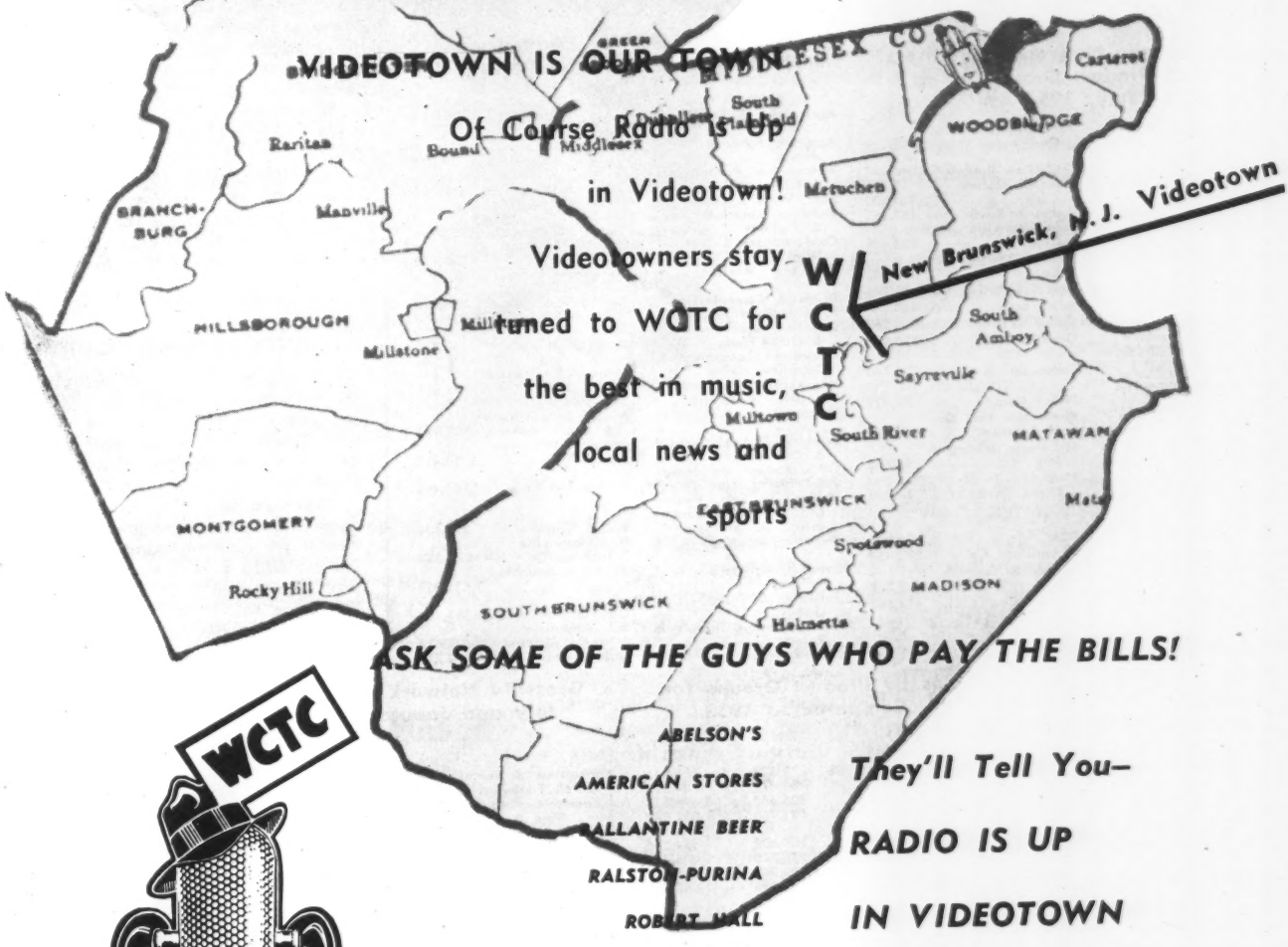
"DARLING, THEY'RE PLAYING OUR SONG"

RADIO IS UP IN VIDEOTOWN

"While viewing was maintained at its former level, radio listening registered substantial gains."

from the 1954 Videotown report as quoted in *Broadcasting • Telecasting*, October 11, 1954.

WE'VE BEEN SINGING IT FOR YEARS



ASK SOME OF THE GUYS WHO PAY THE BILLS!

ABELSON'S
AMERICAN STORES
BALLANTINE BEER
RALSTON-PURINA
ROBERT HALL
SEARS ROEBUCK

They'll Tell You—

RADIO IS UP

IN VIDEOTOWN

"Mighty Mike"

THAT'S THE STORY FOLKS, FROM C&W AND WCTC

Glad we finally got together!

for availabilities and rates
Call: Jim Vogdes
Charter 7-1450

Radio Station **WCTC**
385 George Street
New Brunswick, N.J.

PIB REPORT SHOWS TV ADVERTISERS CONTINUE TO SPEND MORE THAN IN 1953

Increase in July billings reflects earlier reports for this year showing constant rise in network budgeting. Gross tv time sales for first seven months of 1954 are up more than $52 million over 1953 period.

IN THE SUMMER-PINCHED month of July, the nation's top network advertisers were placing more of their budgets in tv purchases than they did for the same month a year ago, according to data compiled by Publishers Information Bureau.

The upsurge in tv network spending—which had been reflected in earlier reports for 1954—continued in July. Advertisers' radio network expenditures for this month were slightly under the 1953 level, but the dip was small in comparison to the fast rise in tv spending.

As the accompanying tables show, Procter & Gamble led the list in both radio and tv. Most other top advertisers in both media remained about the same, with some shuffling in their order. Of interest is the appearance in the radio top 10 column of General Motors Corp., which placed fifth with $320,425, and the disappearance from this list of Kaiser Motors Corp., which had spent $226,770 in network radio in July 1953. The other new name in the radio listing for July 1954 was P. Lorillard Co.

In tv's top 10 listing of advertisers, another auto firm, Chrysler Corp., edged into seventh place, and again P. Lorillard Co. was a new leading advertiser along with General Electric. Each of the repeating advertisers in the tv list upped their budgets in July 1954 as compared with the same month in 1953.

The continued rise in tv network budgeting by national advertisers is pointed up in the table showing gross tv network time sales by product groups. In the January-July period, tv advertisers spent $172,957,857 as compared to $120,639,180 for the same seven-month period of last year—a gain of more than $52 million.

In radio, the seven-month period difference was $10 million less in 1954 as compared with the January-July figure for 1953. The difference in radio spending for July 1954 amounted to $2,485,172 under that expended for network radio in the same month last year.

Top Ten Radio Network Advertisers During July, 1954

1.	Procter & Gamble Co.	$912,237
2.	Miles Labs	440,149
3.	Gillette Co.	414,647
4.	General Mills	333,815
5.	General Motors Corp.	320,425
6.	Colgate-Palmolive Co.	315,816
7.	P. Lorillard Co.	282,454
8.	General Foods Corp.	267,534
9.	Lever Brothers	256,960
10.	Sterling Drug Co.	266,787

Top Ten Tv Network Advertisers During July, 1954

1.	Procter & Gamble Co.	$1,846,610
2.	Gillette Co.	1,381,204
3.	Colgate-Palmolive Co.	1,106,979
4.	R. J. Reynolds Tobacco Co.	976,384
5.	American Tobacco Co.	887,570
6.	General Foods Corp.	779,150
7.	Chrysler Corp.	664,431
8.	General Mills	649,592
9.	General Electric Co.	626,237
10.	P. Lorillard Co.	595,055

Leading Radio Network Advertisers In Each Product Group During July, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,029
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	6,275
Automotive, Auto Access. & Equip.	General Motors Corp.	245,821
Beer, Wine & Liquor	Anheuser-Busch Inc.	153,892
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	103,438
Confectionery & Soft Drinks	William Wrigley Jr. Co.	230,637
Consumer Services	Am. Tel. & Tel. Co.	62,741
Drugs & Remedies	Miles Labs	440,149
Entertainment	Caliente Race Course	269
Food & Food Products	General Mills	326,984
Gasoline, Lubricants & Other Fuels	Texas Co.	174,740
Household Equipment & Supplies	Philco Corp.	77,622
Insurance	Prudential Ins. Co. of America	68,656
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	62,640
Publishing & Media	First Church of Christ Scientist	14,232
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	96,951
Smoking Materials	P. Lorillard Co.	282,454
Soaps, Cleansers & Polishes	Procter & Gamble Co.	629,868
Toiletries & Toilet Goods	Gillette Co.	414,647
Transportation, Hotels & Resorts	Bekens Van & Storage Co.	8,041
Miscellaneous	A F of L	111,417

Leading Tv Network Advertisers In Each Product Group During July, 1954

Agriculture & Farming	Cooper, William & Nephews	$ 5,528
Apparel, Footwear & Access.	Griffin Manufacturing Co.	59,075
Automotive, Auto Access. & Equip.	Chrysler Corp.	489,090
Beer, Wine & Liquor	Pabst Brewing Co.	219,760
Building Materials, Equip. & Fixtures	Fedders-Quigan Corp.	69,166
Confectionery & Soft Drinks	Pepsi-Cola Co.	100,110
Consumer Services	American Express Co.	19,171
Drugs & Remedies	Serutan Co.	393,409
Food & Food Products	General Foods Corp.	779,150
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	162,165
Household Equipment & Supplies	General Electric Co.	562,640
Household Furnishings	Pacific Mills	44,568
Industrial Materials	Reynolds Metals Co.	138,648
Insurance	Mutual Benefit Health & Accident Assn.	54,971
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	53,425
Office Equip., Stationery & Writing Supplies	Parker Pen Co.	107,466
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	223,630
Smoking Materials	R. J. Reynolds Tobacco Co.	976,384
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,638,728
Toiletries & Toilet Goods	Gillette Co.	1,381,204
Transportation, Hotels & Resorts	Pan American World Airways	38,010
Miscellaneous	Quaker Oats Co.	100,716

TelePulse Ups Sampling

INCREASE by one-third in the size of the sample on which nighttime TelePulse ratings are based in both New York and Los Angeles was announced last week by Dr. Sydney Roslow, director of The Pulse.

The expansion, Dr. Roslow said, is from 300 to 400 television homes interviewed for each nighttime quarter-hour. He explained it was undertaken to improve the service of The Pulse, and noted that there will be no additional cost to subscribers of the rating service.

Gross Radio Network Time Sales by Product Groups for July and January-July, 1954, Compared to 1953

	July 1954	Jan.-July 1954	July 1953	Jan.-July 1953
Agriculture & Farming	$ 49,860	$ 532,821	$ 75,384	$ 696,045
Apparel, Footwear & Access.	6,275	344,767	30,477	609,672
Automotive, Auto Equip. & Access.	761,232	5,789,870	606,665	3,698,637
Beer, Wine & Liquor	323,411	1,907,571	131,760	1,032,342
Building Materials, Equip. & Fixtures	114,104	1,060,555	108,809	554,576
Confectionery & Soft Drinks	295,558	1,600,373	256,705	1,806,650
Consumer Services	105,730	794,143	135,285	1,465,497
Drugs & Remedies	1,075,106	10,981,348	1,580,388	12,868,346
Entertainment	269	269	....	....
Food & Food Products	2,157,661	17,283,500	2,728,011	21,624,316
Gasoline, Lubricants & Other Fuels	460,313	3,266,712	412,341	2,880,810
Horticulture	....	124,643	....	107,324
Household Equipment & Supplies	255,784	2,287,793	615,610	4,293,497
Household Furnishings	....	224,901	145,636	1,244,784
Industrial Materials	....	386,167	....	733,827
Insurance	176,967	1,329,894	169,695	1,161,439
Jewelry, Optical Goods & Cameras	....	738,637	34,488	545,870
Office Equip., Stationery & Writing Supplies	62,640	755,860	....	366,312
Political	....	302	....	....
Publishing & Media	17,232	401,589	16,768	132,094
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	110,973	1,152,225	142,491	1,255,683
Retail Stores & Direct by Mail	....	....	1,236	8,961
Smoking Materials	574,823	6,374,415	989,213	9,244,353
Soaps, Cleansers & Polishes	1,079,636	8,864,194	1,334,567	8,908,342
Sporting Goods & Toys	....	294	....	....
Toiletries & Toilet Goods	1,184,112	12,009,329	2,034,700	15,797,214
Transportation, Hotels & Resorts	8,385	622,784	63,845	475,467
Miscellaneous	747,258	5,258,687	433,427	3,092,539
TOTALS	$9,567,329	$84,093,643	$12,052,501	$94,604,597

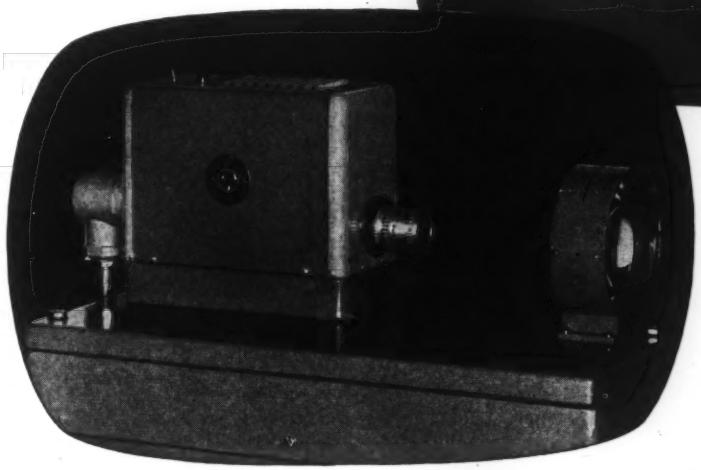
Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups for July and January-July 1954, Compared to 1953

	July 1954	Jan.-July 1954	July 1953	Jan.-July 1953
Agriculture & Farming	$ 5,528	$ 83,492	$	$ 4,303
Apparel, Footwear & Access.	99,126	1,792,400	60,564	1,406,041
Automotive, Auto Equip. & Access.	1,968,866	15,680,895	1,332,868	10,341,238
Beer, Wine & Liquor	513,639	3,909,396	422,990	3,795,311
Bldg. Materials, Equip. & Fixtures	115,270	948,152	....	136,655
Confectionery & Soft Drinks	148,110	3,557,268	271,645	3,215,616
Consumer Services	19,171	476,976	....	367,590
Drugs & Remedies	1,043,086	7,803,714	586,186	5,139,680
Food & Food Products	5,228,510	35,093,469	3,387,205	22,293,992
Gasoline, Lubricants & Other Fuels	235,152	1,793,958	151,350	1,788,252
Horticulture	....	23,406	....	6,113
Household Equip. & Supplies	1,793,968	14,706,887	1,143,118	10,041,315
Household Furnishings	142,704	2,412,015	48,620	1,530,515
Industrial Materials	305,147	3,444,713	178,491	2,562,119
Insurance	54,971	957,927	50,920	679,832
Jewelry, Optical Goods & Cameras	100,679	1,576,756	115,581	1,609,389
Office Equip., Stationery & Writing Supplies	308,063	2,722,306	57,893	751,664
Publishing & Media	....	80,478	12,085	184,758
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	456,022	4,881,997	281,716	2,069,513
Retail Stores & Direct by Mail	....	42,345	....	23,175
Smoking Materials	3,584,732	24,267,844	2,919,519	19,831,819
Soaps, Cleansers & Polishes	2,484,005	19,258,830	1,854,388	12,452,250
Sporting Goods & Toys	....	42,502	....	51,723
Toiletries & Toilet Goods	4,139,218	25,170,900	3,096,048	19,804,744
Transportation, Hotels & Resorts	38,010	637,430	....	222,774
Miscellaneous	160,826	1,591,801	154,080	1,328,799
TOTALS	$22,944,803	$172,957,857	$16,125,267	$120,639,180

Source: Publishers Information Bureau

Your **FILMS** and **COSTS**
BOTH LOOK BETTER
with the new
GPL VIDICON FILM CHAIN



Low first cost; low operating cost
Operates unattended; frees studio manpower
Photo-conductive tube
Stable black level
No shading correction required
No back or edge lighting required
Lowest "noise" level in television
Easy to multiplex

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.

SEE THE GPL 3-VIDICON COLOR FILM CHAIN
on display at
SMPTE EXHIBIT
OCTOBER 18th-22nd
AMBASSADOR HOTEL
LOS ANGELES

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Write, wire or phone for information

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

NIELSEN COMPLETES 'IMPROVEMENT PLAN'

Project, begun in 1953, is designed to measure "the full dimension of the radio audience" with particular emphasis on second set listening.

COMPLETION of a project to improve its radio measurement operations by means of a revised sample taking cognizance of multiple-set homes and population shifts was announced Tuesday by A. C. Nielsen Co., Chicago market research organization.

The project has been underway since June 1953 when it was launched with the blessings of the four major radio networks, as well as the company's advertiser and agency subscribers. It was designed, through the Nielsen Radio Index national sample, to measure "the full dimension of the radio audience" with particular emphasis on secondary receiver listening.

In announcing completion of the "NRI Improvement Plan," A. C. Nielsen, president of the firm, claimed that "our network radio and television services now operate on precisely the same basis in all material respects."

In addition to measuring multiple-set homes, the project also includes: (1) reports on the radio audience four times each month; (2) substitution of the full sample for an "advance partial" sample as the basis for all NRI Ratings Reports, and (3) sample changes to reflect population moves. Formerly, radio listening was reported only twice a month, the same as televiewing.

Under the "Improvement Plan," the NRI sample now covers homes with two or more sets and is claimed to give "as true a picture as possible of all the dimensions of network radio." It complies with data in last year's Nielsen Coverage Service study of U. S. multiple-set homes, which took into account amount of listening on home, automobile and other type receivers.

Mr. Nielsen also revealed that the NRI reports are based upon a two-per-week average of audience data derived from the overall national sample. This is the procedure used by Nielsen in its National Television Reports the past four years.

With respect to multiple-set listening, Nielsen already has launched nationally a new series of reports on automobile radio listening and in-home network audience composition, which CBS Radio has contracted for over a two-year period. Reports are to be issued 24 times each year, with Nielsen utilizing its electronic Recordimeters for verification of Audilog diary data.

Commenting on the "Improvement" project, Mr. Nielsen reflected that it "keynotes the faith of the company, and of the broadcasters, advertisers and agencies who have endorsed this plan through long-term contracts for our services, in the future of network radio."

Direct Mail Volume Up

DIRECT MAIL ADVERTISING Assn. reported last week that estimated dollar volume of direct mail advertising during August 1954 was $105,083,804, as compared with $90,104,874 for August 1953. The association also reported that direct mail expenditures for the first eight months of 1954 amounted to an estimated $858,948,562, said to be an increase of 6.54% over the figure for the corresponding period of 1953.

VIDEODEX TOP TEN SPOT SHOWS,* AUG. 28 - SEPT.3,1954

Name of Program	% of Tv Homes	# of Cities	# Tv Homes (000's)
1. I Led Three Lives—Ziv	20.6	123	6,954
2. Liberace—Guild Films	18.7	120	5,115
3. Life With Elizabeth—Guild Films	16.4	52	2,674
4. Annie Oakley—CBS-TV Film Sales	15.9	63	3,562
5. Favorite Story—Ziv	15.2	93	4,054
6. Badge 714—NBC Film	15.1	136	4,919
7. Waterfront—United Tv	15.0	60	2,837
8. Death Valley Days—McCann-Erickson	14.8	40	2,087
9. Mr. District Attorney—Ziv	14.5	95	4,306
10. City Detective—MCA-TV	14.4	50	1,784

* Programs appearing in a minimum of 20 markets.

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Radio Set Sales Increase In First 8 Months of '54

RETAIL sales of home radio receivers totaled 3,269,115 sets in the first eight months of this year compared to 3,875,293 in the same period of 1953, according to Radio-Electronics-Tv Mfrs. Assn. Retail figures do not include auto radios.

August radio sales totaled 447,025 sets compared to 411,197 in July and 491,431 in August 1953.

Retail television sales totaled 3,658,927 sets for the first eight months of 1954 compared to 3,546,407 in the same 1953 period. August tv sales totaled 484,533 sets compared to 367,634 in July and 430,101 in August 1953.

CBS Radio Shows Dominate July-August Pulse Ratings

CBS RADIO's *My Little Margie, Guiding Light* and *Stars Over Hollywood* led all other network programs in The Pulse's multi-market Radiopulse for July-August 1954. Complete listings follow:

	Program Average Rating	
	July Aug.	May June
TOP TEN EVENING		
My Little Margie (CBS)	5.6	6.5
Garry Crosby (CBS)	5.3	6.6
Suspense (CBS)	5.2	
Gangbusters (CBS)	5.0	5.4
Juke Box Jury (CBS)	5.0	
Gunsmoke (CBS)	4.8	
My Friend Irma (CBS)	4.7	5.6
People Are Funny (CBS)	4.6	
Best of Groucho (NBC)	4.5	5.6
Godfrey's Talent Scouts (CBS)	4.5	
TOP TEN MONDAY-FRIDAY DAYTIME		
Guiding Light (CBS)	6.6	6.4
Helen Trent (CBS)	6.6	6.4
Ma Perkins (CBS)	6.6	6.4
Our Gal Sunday (CBS)	6.6	6.6
Perry Mason (CBS)	6.6	6.4
Road of Life (CBS)	6.6	7.2
Young Dr. Malone (CBS)	6.6	6.3
Wendy Warren (CBS)	6.4	6.2
Arthur Godfrey (CBS)	6.3	
Nora Drake (CBS)	6.3	
TOP FIVE SATURDAY & SUNDAY DAYTIME		
Stars Over Hollywood (CBS)	4.4	4.4
City Hospital (CBS)	4.1	4.0
True Detective Mysteries (MBS)	4.0	4.3
Romance (CBS)	3.9	
The Shadow (MBS)	3.9	4.0

'Dragnet' Tops ARB For Month of September

NBC-TV's *Dragnet* was the top-rated network television program during September, according to the American Research Bureau. Groucho Marx' *You Bet Your Life* (NBC) and Ed Sullivan's *Toast of the Town* (CBS) took second place by ratings and total viewers, respectively. NBC-TV's first color spectacular, *Satins and Spurs,* ranked among the biggest audience shows, according to ARB, but its ratings tapered off from 30.3 during its first half-hour to 23.3 for the last half-hour. ARB figures based on viewing for the week of Sept. 12-18, follow:

Program Network	Rating
1. Dragnet (NBC)	57.0
2. You Bet Your Life (NBC)	47.6
3. Toast of the Town (CBS)	45.4
4. Godfrey and Friends (CBS)	42.8
5. What's My Line? (CBS)	39.8
6. Talent Scouts (CBS)	37.9
7. Life of Riley (NBC)	37.3
8. I've Got a Secret (CBS)	36.4
9. Public Defender (CBS)	35.4
10. Ford Theatre (NBC)	35.1

Program Network	Viewers
1. Dragnet (NBC)	44,960,000
2. Toast of the Town (CBS)	43,440,000
3. You Bet Your Life (NBC)	34,990,000
4. Max Liebman Presents (NBC)	28,790,000
5. Godfrey and Friends (CBS)	28,480,000
6. Public Defender (CBS)	28,060,000
7. Stage Show (CBS)	27,410,000
8. Your Hit Parade (NBC)	26,790,000
9. Ford Theatre (NBC)	26,410,000
10. I've Got a Secret (CBS)	26,290,000

CBS' 'People Are Funny' Tops Nielsen Radio Poll

CBS *People Are Funny* took over first place in the evening once-a-week division of the Nielsen-Ratings of radio programs for the two weeks ending Sept. 11. NBC's *News of the World* ranked first in the evening multi-weekly category. The complete listings:

Rank Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)	(886)
1. People Are Funny (CBS)	2,566
2. Dragnet (NBC)	2,426
3. Best of Groucho (NBC)	1,959
4. Roy Rogers Show (NBC)	1,959
5. Big Story (NBC)	1,819
6. One Man's Family (NBC)	1,773
7. Gunsmoke (CBS)	1,633
8. Arthur Godfrey's Scouts (CBS)	1,539
9. Walk a Mile (NBC)	1,539
10. Stop the Music (Exquisite) (CBS)	1,493
Evening, Multi-Weekly (Average for all Programs)	(886)
1. News of the World (NBC)	1,586
2. One Man's Family (NBC)	1,539
3. Tennessee Ernie Show (CBS)	1,306
Weekday (Average for all Programs)	(1,586)
1. Helen Trent (Amer. Home) (CBS)	2,566
2. Helen Trent (Participating) (CBS)	2,426
3. Ma Perkins (CBS)	2,426
4. Stella Dallas (Toni) (NBC)	2,332
5. Road of Life (CBS)	2,286
6. This Is Nora Drake (Toni) (CBS)	2,239
7. Our Gal, Sunday (CBS)	2,192
8. Stella Dallas (Sterling) (NBC)	2,192
9. Aunt Jenny (CBS)	2,192
10. Guiding Light (CBS)	2,192
Day, Sunday (Average for all Programs)	(513)
1. Shadow, The (MBS)	1,259
2. Sunday Gatherin' (CBS)	980
3. Lorne Greene (MBS)	933
Day, Saturday (Average for all Programs)	(933)
1. Stars over Hollywood (CBS)	2,192
2. Galen Drake (Tasti-Diet) (CBS)	1,866
3. City Hospital (CBS)	1,866

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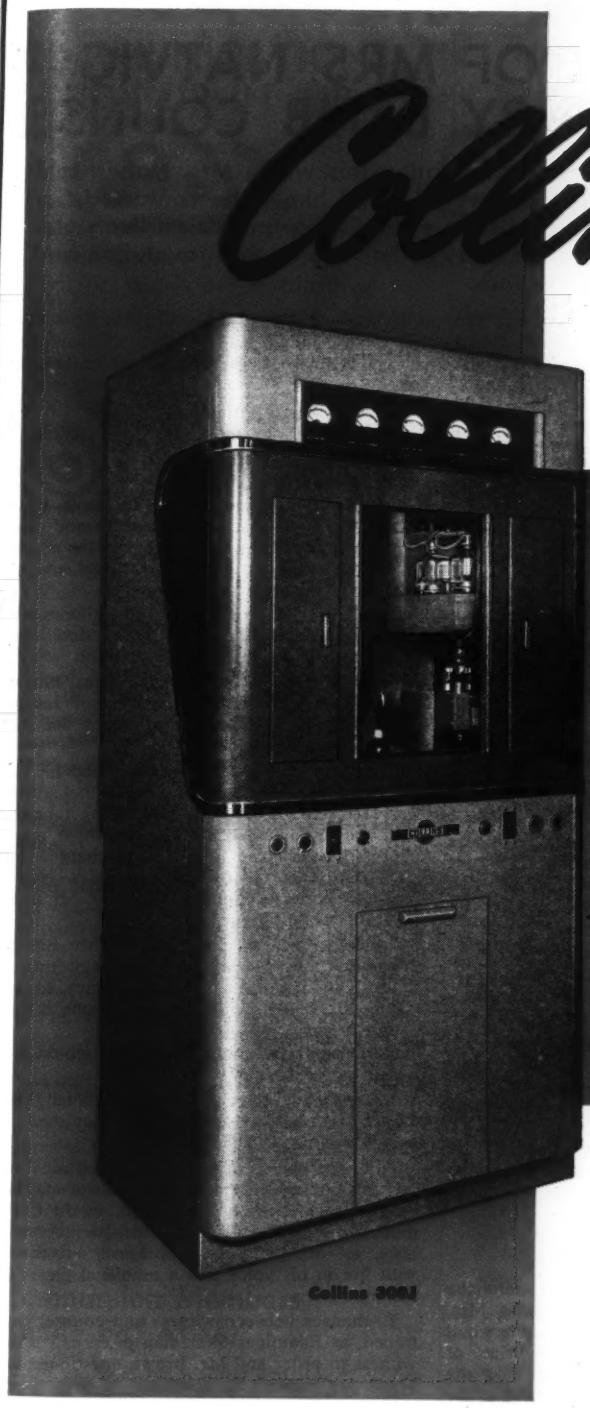
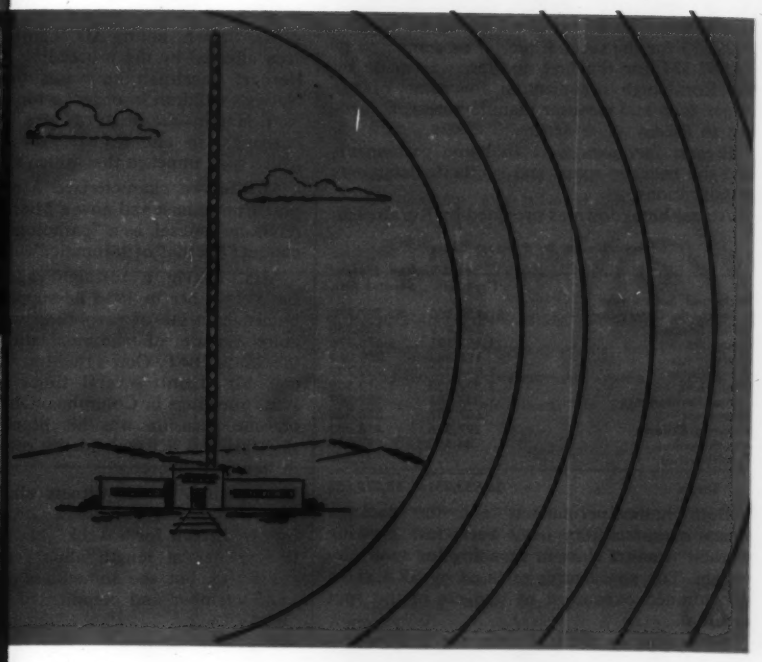
Collins

250/100 watt TRANSMITTER





Two power outputs — 250 and 100 watts — either instantly selectable . . . in a full-size cabinet to accommodate future conversion to higher power . . . with capability of 100% *sine wave* modulation. These needs are fulfilled in Collins' high fidelity 300J AM Broadcast Transmitter.

Dependability is assured by its simplified oscillator, which eliminates use of a crystal oven, associated thermostats, and other complexities often sources of frequency failures. All stages of the 300J — from Oscillator to Power Amplifier — are precisely metered.

All tubes are operated far below their rated dissipation levels to insure safe operation and long life. With only seven tubes employed, the replacement supply is greatly simplified.

Write for your booklet describing in detail the finely styled, dependable 300J.

COLLINS RADIO COMPANY

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1930 Hi-Line Dr., DALLAS 2
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Petroleum Bldg., TALLAHASSEE
Collins Radio Company of Canada, Ltd., 74 Sparks St., OTTAWA, ONTARIO

COLLINS

Soap, Cleanser Spot Rises 20%

Increase in second quarter of 1954 over the first quarter is contained in an SRA report based on Rorabaugh figures.

LED by the makers of packaged soaps and synthetic detergents, tv spot expenditures in the soaps, cleansers and allied products class rose 20% in the second quarter of this year over the first quarter.

This dazzling climb in spending for spot tv was reported last week by Station Representatives Assn. from figures furnished by N. C. Rorabaugh Co., New York.

The compilation, which showed the total expenditures in this product group to be $8,272, 653 for the second quarter as compared to $6,882,331 for the first quarter, was made by the Rorabaugh organization for some of the larger soap and cleanser manufacturers, according to SRA

Biggest increases were in home permanents and the package soaps and synthetic detergents classifications.

Actual breakdown as provided by Rorabaugh:

Expenditures By Product Class

	Total United States First Qtr.	Second Qtr.
Packaged Soaps and Synthetic Detergents	$1,157,160	$2,327,278
Toilet Soaps	240,479	305,530
Cleansers	1,357,121	1,475,876
Shortenings	158,843	209,014
Margerines	1,084,022	722,793
Dentifrices	1,597,352	1,612,558
Home Permanents	337,381	699,289
Shampoos	607,987	388,366
Shaving Creams	297,326	418,463
Mouthwashes	44,660	97,938
Toothbrushes	.....	15,548
Totals	$6,882,331	$8,272,653

Both home permanents and the package soaps manufacturers have been fast growing in their product class in spending for spot television. The new figures released by SRA show a continued expansion of budgets in the spot medium.

According to SRA, "since the first report issued by the Rorabaugh organization, for the third quarter of 1953, spot television advertising in these classifications has increased by 140%."

Past Report

Last summer, Rorabaugh, publisher of quarterly reports on spot tv advertising, reported that spot tv expenditures in the soaps, cleansers, etc., class had increased 30% in the first quarter of this year compared to the fourth quarter of 1953 [AT DEADLINE, Aug. 23].

SRA underlined the value of the figures "in competitive selling by manufacturers," adding that it is urging the industry to consider "complete statitsical tabulations covering spot radio and spot television index, quarterly time expenditures by products, categories and manufacturers."

And, according to SRA, Rorabaugh is now planning to extend its tv and radio compilations to additional industries.

Of interest in the Rorabaugh compilation of the soap makers, as shown in the table above, is the drop in expenditures of only two products, shampoos and margarines. Every other category showed an increase for the quarterly period.

Packaged soaps and synthetic detergents more than doubled expenditures, as did home permanents and mouthwashes, with most other members of the product group ringing up substantial increases.

TESTIMONY OF MRS. NATVIG UNDER FIRE BY LAMB COUNSEL

To return for further cross examination this week, Mrs. Natvig told Edward Lamb's attorney she would "kill" him if he contacted her children. He is seeking to disprove the FCC witness's earlier statement that Mr. Lamb told her in 1936 he favored Red revolution and seizure of U. S. communications.

THE FIFTH WEEK of FCC inquiry into the background of broadcaster-publisher Edward Lamb was marked by turbulent exchanges last week as the Broadcast Bureau's seventh witness, Mrs. Marie Natvig, twice threatened to "kill" Russell Morton Brown, counsel for Mr. Lamb, while protesting Mr. Brown's cross examination seeking the whereabouts of her children.

Mr. Brown, noting Mr. Lamb also has children affected by the proceeding, told Examiner Herbert Sharfman he wants to talk to Mrs. Natvig's children in order to locate their father, Sam Harris, the first of Mrs. Natvig's three husbands, in an effort to produce testimony which may impeach that which she gave earlier.

Mr. Brown characterized Mrs. Natvig, one-time Communist and now a Miami Beach public relations counsel, as a "pathological liar" whose conduct "is that of a lunatic."

Mrs. Natvig a fortnight ago testified Mr. Lamb told her in 1936 he supported the Communist doctrine of revolution which would require seizure of communication facilities in the U. S. [B•T, Oct. 11]. Mrs. Natvig said she met Mr. Lamb several times at Communist Party meetings in Columbus, Ohio, in 1936 and on one occasion was his hotel "guest." She said this first act of infidelity resulted indirectly in her first divorce.

To return to the witness chair Wednesday, Mrs. Natvig has been under cross examination by Mr. Brown for a week. Mr. Brown is questioning her at length about other events 18 years ago, but she sometimes admits she cannot remember and commented her memory is "tricky."

The FCC hearing was ordered on the license renewal application of Mr. Lamb's WICU (TV) Erie, Pa., with issues including whether or not Mr. Lamb lied when he told the Commission he never had Communist ties. He continues to deny the associations.

Denies Offering Bribe

On Monday Mr. Brown brought into the hearing room a railroad engineer who Mrs. Natvig identified as the Milling Underwood she claimed earlier offered her a bribe of $50,000 to alter her testimony. She said she allowed him to take her to dinner because she thought at first he was a government agent.

Mr. Underwood denied the bribe charge and testified he never heard of the Lamb case nor of Mr. Lamb previously. He said he was attempting to guess her purpose in Washington and jokingly guessed she was there to get a large sum of money in a lawyer's office. He said he figured she might be there to settle her husband's estate.

Mrs. Natvig threatened Mr. Brown Monday when he sought the address of Peter Harris who he claimed is now working in the electronics industry and has "a security clearance" which he received "upon an avowal that his mother never was a member of the Communist Party."

"Let's not try the son," the examiner cautioned.

"I am not trying him. I want evidence which will impeach her testimony," Mr. Brown replied.

"Mr. Brown, if you contact my children, I will kill you."

"That is what I am going to do."

"You leave my children alone. They were babies when I was interested in the party. You leave my children alone. . . ."

By this time standing by counsel's table, Mrs. Natvig took the water thermos and drew it back as Mr. Brown stated, "Let the record show the witness grabbed the pitcher and attempted to hit me with it."

"I will kill you if you bring my children into this," Mrs. Natvig shouted a second time. The examiner called a recess.

Later, Walter R. Powell Jr., Broadcast Bureau counsel, said Mrs. Natvig could not resume the stand at that time. She also was not able to return to the stand Tuesday.

On Wednesday, Mr. Brown claimed he had an affidavit from Mrs. Natvig's former supervisor concerning her work in helping take the 1950 census in Wisconsin. Mr. Brown asked her if it was true she was discharged for "falsification of census records." Mrs. Natvig recalled getting a commendation for her work and denied the charge.

"Absolutely false," she replied to Mr. Brown. "I say that unequivocally and I will say furthermore, that Lamb has enough money to get statements from anyone, to bribe anyone at will, to falsify against me."

"Do you have anything else you would like to tell us?" Mr. Brown asked.

"Yes, I have a lot I would like to tell," the witness retorted and then was admonished by Mr. Powell not to lose her temper.

"I would like to say, Mr. Brown, I am here for one purpose," Mrs. Natvig continued, "because I recall talk of revolution, world Communism, control and seizure of [*sic*] communists, all of which Edward Lamb advocated with fire in his voice and a maniacal gleam in his eye."

Exchanges between witness and counsel continued, as Examiner Sharfman often called the witness to order and Mr. Brown questioned her about her answers to questions in government employment applications and other matters. Mr. Brown also charged he had witnesses who would relate Mrs. Natvig had "bragged" about other "illicit" relations.

Mrs. Natvig repeatedly invoked the Fifth Amendment in refusing to answer questions about the number of exemptions she claimed in her March 1954 income tax "Withholding Form W-4."

Mr. Brown said he wouldn't press the matter but felt she had waived this privilege when she answered other questions about her employment.

"Now, you trapped me, Mr. Brown," the witness observed.

"I certainly did not mean to do a thing like that, Mrs. Natvig."

"I am sure, Mr. Brown, that your motives are most elevating," she replied.

COMMUNICATIONS STUDY UP IN AIR

Two Congressmen are appointed to special U. S. commission to investigate use of international telecommunications in foreign policy, but so far no funds are available.

THE White House staff—that part of it in Washington, at least—had no idea last week whether President Eisenhower still intends to follow through on Public Law 558, which calls for a nine-man commission to study the U. S. information program overseas with a view to putting international telecommunications to work in abetting U. S. foreign policy.

This was the situation following appointment recently by House Speaker Joseph W. Martin Jr. (R-Mass.) of Reps. John M. Vorys (R-Ohio) and James P. Richards (D-S. C.) as the House's members on the nine-man group.

Whether PL 558 would be put into effect was still undetermined, despite the House appointments, mainly because Senate-House conferees during the closing days of Congress stripped from the supplemental appropriations bill (HR 9936) the $125,000 intended for the commission to begin its work. The President's White House entourage was to return to Washington from Denver over the weekend.

The Senate Foreign Relations Committee, which presumably would recommend two senators for appointment to the commission by Vice President Richard Nixon, reported it was contemplating no such action in the immediate future. The five other members of the commission would be appointed by the President from the communications, educational and other fields.

The only chance for PL 558 (originally SJ Res 96) to be put into effect is for President Eisenhower to authorize funds from other sources for the telecommunications commission's work. But the White House has been silent on the subject.

PL 558, passed during the first session of the 83d Congress last year by the Senate, but not approved by the House and the President until near the end of the second session this year, as written is effective only through the end of this year. A clause in the supplemental appropriations bill, knocked out with the proposed funds, would have extended its effect through 1955.

Commission Members Range Far Afield

FCC Comrs. E. M. Webster and Robert E. Lee were in Boston last week for a marine electronics conference sponsored by the Institute of Radio Engineers and the Radio Technical Commission for Marine Services. Comr. Webster is to be away until Wednesday.

Comr. John C. Doerfer was to leave last Friday for dedication of the tower of KWTV (TV) Oklahoma City and today (Monday) is to address the NARTB District 17 meeting at Spokane. He returns to Washington at midweek. He is to be principal speaker at the Oct. 27 fall meeting of the Colorado Broadcasters Assn. at Denver.

Comr. Frieda B. Hennock was away from her office most of the week but was expected to return Friday. Chairman George C. McConnaughey and Comrs. Rosel H. Hyde and Robert T. Bartley were in Washington all week.

KOMA's NEWS ANALYSTS
UNIVERSITY TRAINED
EXPERIENCE TRAINED

WIN THE AUDIENCE AROUND THE CLOCK

Look over this field of college-trained, newspaper-experienced news analysts. Your "nose for newsmen" immediately tells you that a KOMA news lineup is a sure bet that will pay off in more sales in the Oklahoma City market!

MISSOURI

KOMA NEWS DIRECTOR Bruce Palmer, University of Missouri graduate, has had 25 years in newspaper, radio and TV work. Outstanding! And a great "coach" for the KOMA news team.

BRUCE PALMER

OREGON

ASSISTANT NEWS DIRECTOR Mark Weaver, University of Oregon graduate, has 15 years' experience in newspaper, radio, TV. Ed Murrow liked his "feeds" to CBS.

MARK WEAVER at 5:15 PM

SW MISSOURI

A journalism degree from Southwest Missouri State Teachers and a lot of experience preceded Randy Gover's debut at KOMA's "hard-to-get-a-job-with-because-they-don't-have-the-experience" News Department.

RANDY GOVER at 8:00 AM

ILLINOIS

Dick Evans did well in journalism at the University of Illinois and he helped get a case to the Supreme Court through his work at KLRA Little Rock. All of which helped make him the newsman that he is at KOMA.

DICK EVANS at 7:00 AM and 12 Noon

OKLAHOMA

Clyde Davis didn't let his English courses at the University of Oklahoma interfere with his news training. He tackled both with much success and now he's a "winning" personality with Oklahoma's discriminating news "fans".

CLYDE DAVIS at 10:00 PM

IT'S TIME TO BUY THE NEWS ON . . .

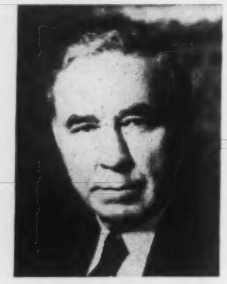
KOMA
OKLAHOMA CITY
50,000 WATTS
CBS RADIO
EDGAR T. BELL, Executive Vice President GENE RIESEN, Sales Manager
REPRESENTED BY AVERY-KNODEL INC.

Schoeppel Reiterates Support of Pay-See Tv

Additional comments of the Kansas senator are contained in just-released accounts of last spring's congressional hearings on the status of uhf as well as the Johnson bill on tv multiple ownership.

A PUBLISHED account of the hearings last spring by the Senate Commerce communications subcommittee, under chairmanship of Sen. Charles E. Potter (R-Mich.), has been distributed. The hearings were held on the status of uhf tv stations and on S 3095, Democratic Sen. Edwin C. Johnson's bill to regulate multiple ownership of tv stations, which never left the Senate Commerce Committee after its introduction last March.

Besides testimony, reports, statements, correspondence and exhibits entered during the hearings, the 1,177-page document issued recently carried additional reports and correspondence, including a report by RCA on its booster station operation at Vicksburg, Miss., for signals of uhf WJTV (TV) Jackson, Miss., 35 miles way [B•T, Aug. 2].



SEN. SCHOEPPEL

The document also carried additional comments by Sen. Andrew F. Schoeppel (R-Kan.), a member of the subcommittee, on subscription television. The Kansas Republican had entered a statement in the *Congressional Record* favorable to pay-see tv and asking its consideration by the FCC [B•T, Sept. 6].

Cites Economics

In his new statement, Sen. Schoeppel, referring to the hearing last spring, said there now exists only one out of each five of the 2,000-plus tv stations authorized. He said the subcommittee was told that "the main reason for this sad situation" is that advertising budgets can only support stations in the more populated areas, and that the stations now on the air—"mostly vhf"—now cover these markets.

"So, if that is the main rub here, then obviously we aren't really solving the basic problem by any patchwork answers like this proposal to allow a tax credit on any set just because it can tune in both uhf and vhf stations.

"Similarly, we won't get the big, new answers we want from an *ad hoc* committee or further searching by any committee until we start looking for some brand new economic cloth to cover the income needs of more stations. . . .

"I therefore recommend that we urge the FCC to proceed forthwith to explore this whole new television idea of subscription broadcasting. . . . If subscription tv service succeeds in providing more revenue to more stations, then a lot of the problems now confronting us will disappear completely. . . ."

Sen. Schoeppel was not available for comment last week on whether his reference to "further searching by any committee" had any application to Sen. John W. Bricker's investigation of the networks and the uhf-vhf situation by the Senate Commerce Committee.

Nobody Said It

"WHO the hell did that?"

Those were the words Los Angeles tv viewers heard at the conclusion of a local political address by Vice President Richard Nixon, telecast by KTTV (TV) Los Angeles.

Who said it?

Not the vice president. "It wasn't me. I used no such language," Mr. Nixon said.

Not the station crew. "This was an experienced crew," a KTTV spokesman said. "He [Mr. Nixon] began speaking extemporaneously and apparently didn't know when he was off camera.

"The station doesn't know who made the remark, but it was not a member of the KTTV crew."

James E. Bassett, director of public relations for the Republican National Committee, said a Bob Aiton, local petroleum dealer, attributed the remark to a tv technician when someone in the audience knocked over a monitor microphone. He didn't know who.

FCC Brief Defends Whitefish Bay Ch. 6

RIGHT of the FCC to allocate ch. 6 to Whitefish Bay, Wis., part of the Milwaukee area, was underscored by the FCC last week in its brief filed with the U. S. Court of Appeals in Washington. The brief was in answer to an appeal by ch. 25 WCAN-TV Milwaukee against the Whitefish Bay allocation.

WCAN-TV, which has long fought the addition of another vhf channel to the Milwaukee area, claimed in its appeal that the allocation of ch. 6 to Whitefish Bay jeopardized its economic position in Milwaukee. It claimed it stood to lose its CBS affiliation, as well as revenue. It also implied that the Commission had a responsibility to protect uhf stations from vhf competition.

The Commission, in its brief last week, categorically denied all of the assumptions made by WCAN-TV. Allocation to Whitefish Bay meets all the separation requirements, it said. In answer to the charge that the Commission had previously denied the allocation of ch. 6 to Milwaukee proper, the FCC said that was solely because it did not meet the separation requirements and also because it was more needed in Green Bay, Wis. The FCC said there was no promise of protection to uhf stations in its 1952 Sixth Report and Order and that there were specific references which indicated that the table of allocations was to be considered flexible and not static. The Commission claimed that WCAN-TV's claims of injury were of private nature and should play no part in considering where to allocate frequencies.

WCAN-TV is an intervenor in the pending Milwaukee ch. 6 hearing. Applicants are WISN (Hearst), WMIL and Independent Television Inc. (composed of Detroit and Milwaukee businessmen).

The Lou Poller-owned station is also at odds with the FCC on the Milwaukee ch. 12 grant to what is now WTVW (TV), which followed a merger of three competing applicants. It has appealed against the FCC action in refusing to accept its application to switch from ch. 25 to ch. 12, filed after the Milwaukee ch. 12 hearings had begun.

Networks Awaiting Bricker Letter No. 2

Senate committee staff also is considering questionnaires to tv stations on network affiliation details.

NETWORKS last week were left holding their collective breath as they awaited the second in a round of questionnaires being prepared by the staff for Sen. John W. Bricker's investigation of the networks and uhf-vhf troubles through the Senate Commerce Committee.

Meanwhile, the staff was studying the advisability of preparing questionnaires to send to all U. S. television stations. These, among other things, reportedly would look into the various facets of each outlet's relationship with the networks.

Networks had not received the expected queries by the weekend, although they had been readied by the investigative staff the week before. The questionnaires presumably were awaiting approval by GOP Sen. Bricker, chairman of the committee, at his headquarters in Columbus, Ohio.

Capitol Hill observers felt there was possibly some undue delay in the forwarding of the questionnaires to networks, basing their opinions, at least in part, on the much more prompt action taken by the senator in forwarding the first questionnaire to the FCC soon after its preparation by the investigation staff. It was acknowledged that Sen. Bricker has not been in close personal touch with his staff, most contacts being by letter and telephone. The Ohioan is not expected back in Washington until the Senate meets in special session Nov. 8.

Jones Trip

Also a matter for speculation was a reported trip Friday to New York by Robert F. Jones, who heads the investigation, which, according to Sen. Bricker, will be consummated with a report by the staff to the full Senate Commerce Committee at the beginning of the 84th Congress, hearings and a final report. Sen. Bricker introduced legislation in the last session of Congress to put radio and tv networks under FCC regulation.

The questionnaire sent earlier to the FCC is said to deal with network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reason for intermixture of uhf and vhf channels. A committee spokesman said last week that, although the investigation staff has not held conferences with the FCC on the questionnaire, there undoubtedly will be some sessions with Commission people before the agency files its answering data.

Although other questionnaires will be sent, there is no present indication as to which group will be next on the investigation staff's quiz list. Besides tv stations, some likely prospects are multiple-ownership entities, set manufacturers and station representatives.

Besides Mr. Jones, former congressman from Ohio and FCC commissioner (1947-52), members of the investigation staff are Harry M. Plotkin, minority counsel and former assistant general counsel of the FCC (1943-51), and Nicholas Zapple, communications counsel for the Senate Commerce Committee and coordinator for the probe.

nothing **W***orks* **L***ike* **W***antmanship*

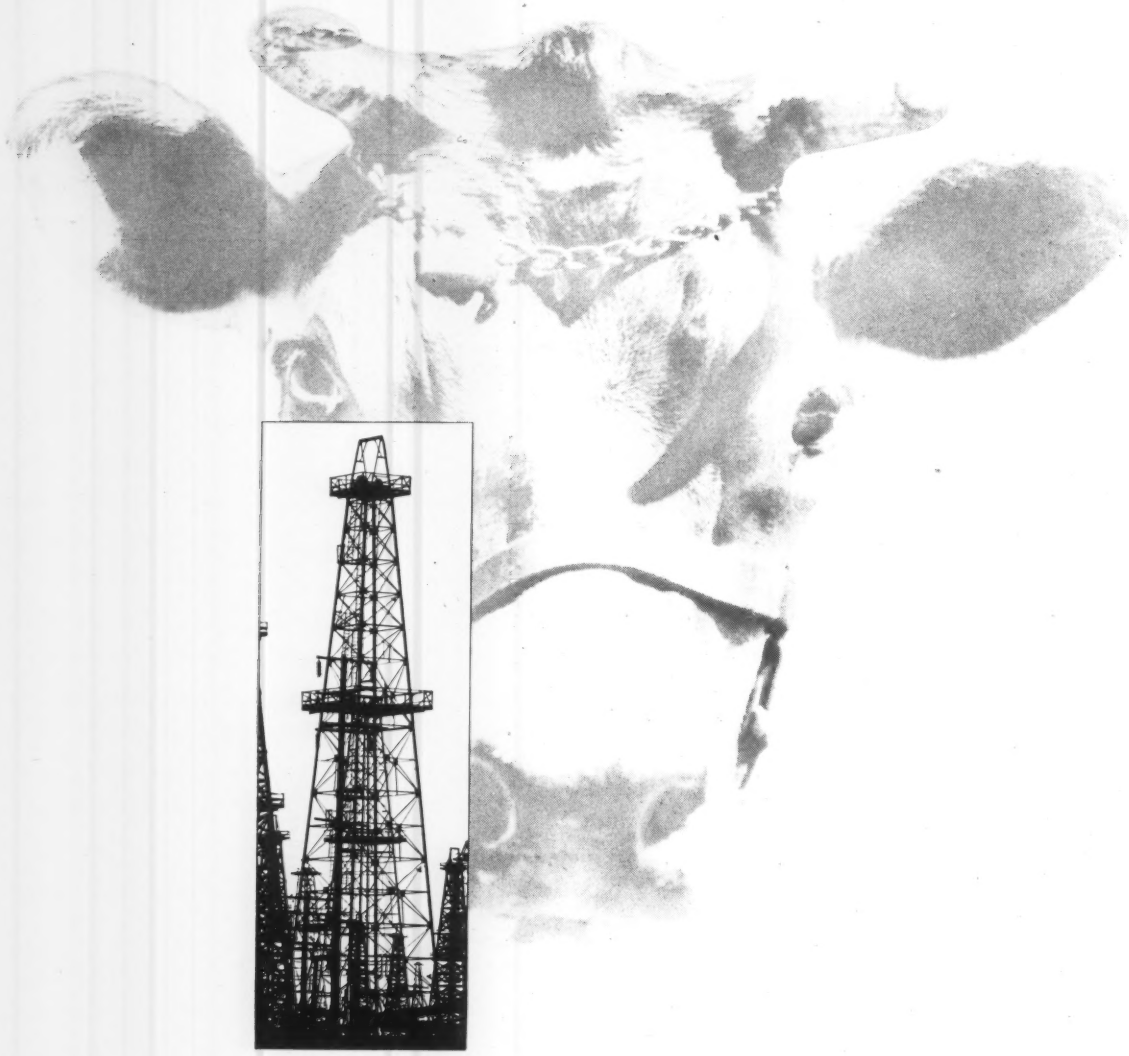
It takes more than the tide. Fast sales movement demands the super-power propulsion of Crosley Group three way ***Wantmanship***. 1. Program promotion captures a maximum audience for your advertising. 2. Depth-selling talent adds personality push to your message. 3. Persistent merchandising follows through to point-of-*sold*. Typically, WLW-C, Columbus, proves that Crosley Group ***Wantmanship*** moves more merchandise faster, *at less cost*, than any other medium or combination.

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

©1954, The Crosley Broadcasting Corporation



How is an oil well like a cow?

In many ways the similarity between an oil well and a cow has a lot to do with the future security of your children.

Both well and cow give us vital products—petroleum and milk. But unless we withdraw those products at an efficient rate we can ruin our source of supply.

For it's as economically unsound to take a year's supply of oil from a well in a month, as it would be to try to obtain a year's production of milk from a cow in a day!

It's equally bad economically to *under*-produce a well or a cow. Yet, the American petroleum industry is underproducing—to accommodate the oil coming into this country from far-off places.

Obviously, if our own industry is to maintain its capacity to produce it has to be able to sell its products. Whatever interferes with this jeopardizes its ability to continue to satisfy America's need for oil.

Nor does it have the financial resources to drill wells and then shut them in until needed. You have to *do* business to *stay* in business.

What's worse, oil from distant shores creates a dangerous dependency. In a national emergency it could disappear overnight. And we can't slow our production down too much and expect it to be adequate when we want it.

In our opinion, there is only one safe way to keep this nation's rate of petroleum production up to any challenge it may have to meet. That's to encourage our domestic oil industry to constantly find and develop new fields in the Western hemisphere, *where we can get at them if we need them.*

Union Oil Company 76
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California

ZENITH CHALLENGES RCA, GE STAY BID

ZENITH Radio Corp. last week challenged a new plea by RCA and General Electric for a stay in the $16 million anti-trust patent dispute now before the Chicago courts.

A writ of mandamus, Zenith charged, "would open the floodgates to countless applications to review every conceivable interlocutory order in the course of extensive litigation." Furthermore, it asserted such a writ "would permit corporations of the size of RCA and GE . . . to destroy completely an effective remedy available to the ordinary litigant in the Federal courts."

The charges were contained in a reply brief filed Wednesday in U. S. Court of Appeals, Chicago, in answer to an appeal by RCA and GE last month. Zenith's reply supported Federal District Judge Michael Igoe's opinion that RCA-GE should not be granted a stay [B•T, Aug. 16]. Oral argument is expected late this month or early in November before U. S. Appellate Judge Elmer Schnackenberg. Earlier, his court had issued a show cause order paving the way for further appeals.

RCA Says Judge Erred

RCA has accused Judge Igoe of erring in his ruling on several counts, including his contention that the Chicago trial should move ahead, notwithstanding the outcome of developments on a similar patent suit in a Delaware district court. Zenith and its subsidiary Rauland Corp. filed the $16 million suit charging RCA, GE and others with monopoly in patents as a counterclaim to RCA's claim that Zenith infringed on patents.

Zenith characterized the dispute as "a life and death struggle for existence on the part of the counterclaimants [Zenith and Rauland] against large corporations who are alleged to be seeking to rule an entire industry, not only here but throughout the world."

Another P.R. Satellite Asked; Lufkin Dropout Re-Applies

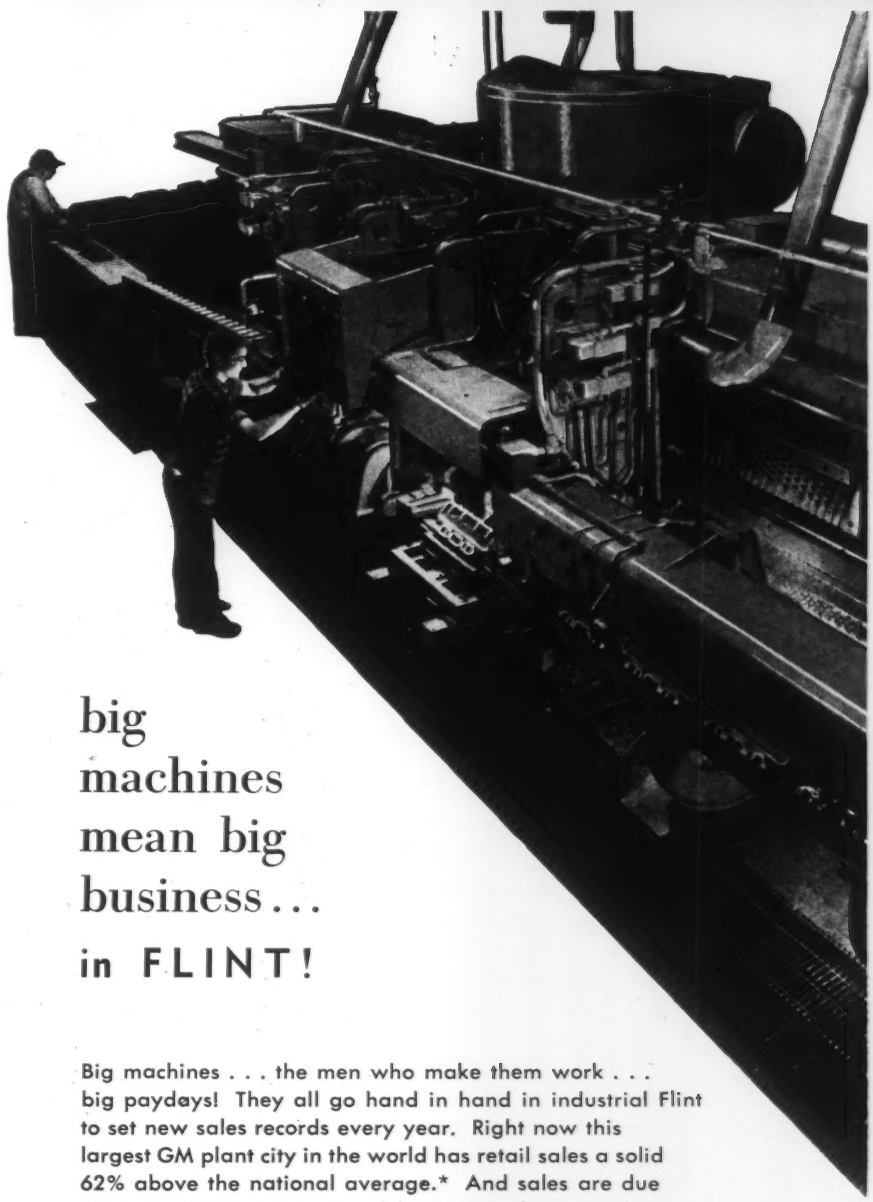
SECOND application for a satellite tv station on ch. 3 at Mayaguez, Puerto Rico, was filed with the FCC last week—this time by ch. 4 WAPA-TV San Juan. Also filed last week was an application for ch. 9 at Lufkin, Tex., by Forest Capital Broadcasting Co., former permittee of ch. 9 KTRE-TV there, which would utilize programs of KPRC-TV Houston.

• WAPA-TV's bid for a satellite station on ch. 3 at Mayaguez appears to have precipitated the first competitive hearing for a satellite tv station. Ch. 2 WKAQ-TV San Juan, the only other tv station in Puerto Rico, earlier had filed for a supplemental outlet on ch. 3 at Mayaguez [B•T, Sept. 13].

The WAPA-TV application disclosed that at the outset the service of the proposed ch. 3 facility at Mayaguez will be programs originating from WAPA-TV, with live programs to be broadcast "sometime in the future." Implementation of this program will depend largely on the number of tv receivers in the Mayaguez area, the application reported.

The Mayaguez station will be constructed for an estimated $133,977, with first year operating cost at $28,000. The proposed effective radiated power is 1.47 kw visual and 0.88 kw aural with an antenna height above average terrain of 39 feet.

• At Lufkin, Forest Capital seeks the identical facilities that it had surrendered to the Commission several months ago with the ex-



big machines mean big business... in FLINT!

Big machines . . . the men who make them work . . . big paydays! They all go hand in hand in industrial Flint to set new sales records every year. Right now this largest GM plant city in the world has retail sales a solid 62% above the national average.* And sales are due to go up. With new car models soon on the way, there will be more work than ever for Buick, Chevrolet, Fisher Body, AC Spark Plug and Ternstedt. Naturally, more work in Flint means even bigger paydays . . . even more buying. Why not set new records in Flint yourself? WFDF can show you the surest, shortest way. The Katz Agency can give you the full story.

* 1954 Consumer Markets

wfdf
FLINT • MICHIGAN
nbc affiliate

Represented by the Katz Agency Associated with: WFBM & WFBM TV Indianapolis—WEOA Evansville—WOOD & WOOD TV Grand Rapids

OUR 32ND YEAR OF SERVICE TO FLINT

MAIL-SURVEYS OR POPULARITY POLLS

"Uncle Tom" Chase's Trail Time is First in the Omaha Area!

33,628

LETTERS POURED IN TO TRAIL TIME

(JUNE 1, 1953—JUNE 1, 1954)

This tremendous mail pull is only one indication of Trail Time's popularity.

LOOK AT THE RATINGS!

	Trail Time	Other Sta.
Pulse—May 1954	13.4	7.2
Hooper—April 1954	13	9
American Research Bureau—Feb. 1954	16.1	10.6

READERS OF TV GUIDE RECENTLY VOTED TOM THE MOST POPULAR TV PERSONALITY IN THIS AREA.

Trail Time can boost YOUR sales. Contact your Blair TV man or WOW-TV Sales Manager, Fred Ebener.

WOW TV

OMAHA • MAX. POWER • DUMONT • NBC-TV Aff.

A MEREDITH STATION — BLAIR TV, Rep.

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

ception that the main studio will now be at the transmitter location.

In returning its permit for ch. 9 KTRE-TV, Lufkin's only tv permittee, Forest Capital had cited the inability to obtain network affiliation as economic reason for not completing construction of the vhf facility [B•T, May 31]. Although still unable to obtain network affiliation, Forest Capital reported it has worked out an arrangement with ch. 2 KPRC-TV at Houston "whereby it will be authorized to broadcast all programs by KPRC-TV." By thus keeping program costs at a minimum, Forest Capital believes it is economically feasible to operate a tv station at Lufkin. Additional studio facilities to make possible local programming is hoped for in the future, the application states.

Lowell Thomas, Associates Seek to Buy WROW-AM-TV

APPLICATION for FCC approval of transfer of control of WROW-AM-TV Albany, N. Y., to a group headed by radio commentator Lowell Thomas was filed last week. Purchase price for 83% ownership of the two Albany stations was given as $298,800.

Associated with Mr. Thomas, who will be 31.24% owner, are Mr. Thomas' business manager, Frank M. Smith, 20.86%; Ellen E. Elliott, wife of New York stock broker Edward Elliott, 20.86%, and attorney Alger B. Chapman, former ABC director, 10.45%.

Remaining are two of the original 26 stockholders: Dean P. Taylor, member of Congress from New York's 31st District, and Louis H. Gross. The purchase price represents repayment to the other stockholders of their investments in the station, the application declared.

Mr. Thomas and Mr. Smith were principals in Cinerama Productions Inc., which was taken over by the Stanley-Warner interests earlier this year.

Balance sheet as of Aug. 31 showed that licensee Hudson Valley Broadcasting Co. had total assets of $571,399, and total liabilities of $381,309. The radio station made a profit of $19,689 during those eight months, while the tv station showed a loss of $94,032.

Seven-year-old WROW operates on 590 kc, with 5 kw daytime, 1 kw nighttime. It is affiliated with MBS. Ch. 41 WROW-TV began operating one year ago and is affiliated with ABC, CBS and DuMont.

Hartford Ch. 3 Switch Request Faces Protests

BOTH contestants for ch. 3 at Hartford, Conn., Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co., are to file with FCC today (Monday) their opposition to a joint petition by four area uhf stations which seek to "de-intermix" Hartford and make all commercial channels there uhf [B•T, Oct. 11].

The four uhf stations, WGTH-TV Hartford, WKNB-TV New Britain, WHYN-TV Springfield-Holyoke (Mass.) and WWLP (TV) Springfield, asked that the educational reservation at Hartford be switched from ch. 24 to ch. 3 with ch. 24 becoming commercial.

Walter Johnson, Travelers secretary, explained ch. 3 was allocated there after full hearing. He noted WTIC planned to affiliate with only one network "which would leave several other network affiliations available for the uhf stations in this area." Leo Resnick, Washington counsel for Hartford Telecasting, said his client also would protest the reallocation proposal today.

Tall Tower Subcommittee Names Five Working Units

ESTABLISHMENT of five working groups to investigate means of marking and lighting tall tv towers so they are more visible than under current requirements was accomplished at an organizational meeting of the tall tower subcommittee of the Airdromes, Air Routes & Ground Aids subcommittee of the Air Coordinating Committee last week.

The subcommittee last August found that standards for marking and lighting tall structures are not adequate and recommended that studies be made to determine how to make them more visible to aircraft pilots [B•T, Aug. 23].

This finding resulted from a six month study by members of the subcommittee and aviation and broadcasting industry associate members. The subcommittee was headed by Dr. T. G. Andrews, head of the U. of Maryland psychology department.

The final report, approved by the full AGA subcommittee, held that marking and lighting should make towers visible at three miles when visibility was three miles between observer and structure.

Working groups (and chairmen) were set up as follows: technical literature analysis, Lt. Comdr. E. S. Ogle, Navy; marking analysis, John Hopkins, Army; lighting analysis, Maj. Calvin Samson, Air Force; physical feasibility, Robert E. L. Kennedy, consulting engineer; coordinating, Dr. Andrews, *ex-officio*.

The next meeting, to report on progress, is scheduled for these chairmen Nov. 17.

FCC Backs Examiner In Roanoke Ch. 7 Ruling

FCC last week affirmed Examiner J. D. Bond's ruling in the Roanoke (Va.) ch. 7 case that Times-World Corp. (WDBJ) has to furnish additional information regarding officers and directors of the First National Exchange Bank of Roanoke, with the possibility that duopoly may be an issue. The Commission at the same time denied the petition of WROV Roanoke that the WDBJ application be dismissed.

Change in the ownership of the Times-World Corp. occurred when Junius Parker Fishburn, 49% owner of the company, died of a heart attack while attending the tv hearing in Washington [B•T, March 29]. The Roanoke bank was named trustee of his estate. It had been trustee of other stockholders in the amount of 4%. It was this change in the bank's position in the WDBJ application that initiated WROV's move to have the Times-World application dismissed or to have additional information regarding the bank's officers, directors and stockholders.

The duopoly question arises, WROV said, on the claim that some of the bank's officers are also officers of the Shenandoah Life Insurance Co., parent of WSLS Roanoke.

The hearing has been in recess since Mr. Fishburn's death.

In another action last week, the FCC granted a petition of Mid-Florida Television Corp. (WLOF) to enlarge the issues respecting the stock ownership of WORZ Inc. in the Orlando (Fla.) ch. 9 proceedings. WHOO, which was the third applicant in that hearing, withdrew its application last week. WHOO was sold by Edward Lamb to Mowry Lowe for $295,000 [B•T, Sept. 27].

Senate Group to Begin Tv Crime Show Probe

A FOUR-MONTH survey by the Senate Juvenile Delinquency Subcommittee has preceded the group's hearing, set for Tuesday-Wednesday, into tv crime, violence and horror programs. The survey by the subcommittee staff included monitoring of various crime and horror programs, a study of filmed shows supplied by the producers of such programs, an examination of all published material relating to tv's impact on children and the industry's own method of screening such programs.

The two-day hearing, open to the public and to radio and tv, will take place in Washington at the Old Supreme Court Room in the Capitol Bldg. Exhibits will be featured depicting the programming pattern of both networks and individual stations as it relates to the program schedule available to children.

Among the exhibits will be detailed logs of programs (their titles and stars) that enter America's living rooms from coast to coast. The crime-horror-violence programming will be pinpointed geographically as well as individual stations' programming in various sections.

Logs of programs available to children in off-school hours have been graphed in the following cities: San Francisco, Washington, Philadelphia, Dallas, Seattle, Denver, Kansas City, Cleveland, Chicago, Atlanta and Los Angeles.

Sen. Robert C. Hendrickson (R-N. J.) is chairman of the subcommittee. Other members are Sens. William Langer (R-N. D.), Estes Kefauver (D-Tenn.) and Thomas C. Hennings Jr. (D-Mo.).

Ives Indemnifies

IN THE WAKE of threatened libel suits in New York State for telecasts of a political film (see story, page 66), WHCU Ithaca, N. Y., last week reported receiving what apparently is a form agreement from Sen. Irving M. Ives (R.-N. Y.) in which the senator agreed to indemnify the station against any claims made for damages which might arise from his campaign talks on the outlet.

It was not indicated immediately whether Sen. Ives is sending the agreement to all stations on which he will speak. GOP spokesmen in Washington said they knew of no instances where such an agreement, considered unusual because it was unsolicited by WHCU, is being sent to stations by other Republican candidates.

Intermixture Comment

CRITICISM of uhf-vhf intermixture in the same market was offered in a letter to Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, by Lou Poller, president-general manager, WCAN-TV Milwaukee (ch. 25), and president, Ultra High Frequency Tv Assn.

Mr. Poller advocated de-intermixture of uhf and vhf channels to put stations in the same market on an even technical basis. Commending testimony presented at the uhf hearings last spring by a Senate Commerce subcommittee, Mr. Poller, in an apparent reference to Sen. Bricker's investigation of the networks and the uhf-vhf situation, said that "any action resulting" from the record of the hearing "would be an indication to the industry that further testimony would likewise be productive."

Beer-Wine Letter Return Totals 65%—NARTB

NARTB said last week that 1,800 of its questionnaires to radio and tv stations on beer and wine advertising and total time data have been returned complete. The association seeks the information on the request of the House Commerce Committee, which asked for beer-wine advertising data in a report issued in lieu of sending the Bryson Bill on liquor advertising to the floor for House action.

The total returned represents 65% of the questionnaires sent out to am, fm and tv stations by NARTB, it was reported. Actually stations returned 2,061 questionnaires, but 270 were not complete enough for the data NARTB seeks.

NARTB, aware that the delinquent questionnaires might have been mislaid by broadcasters, last week extended the deadline for return of the completed forms to Oct. 20 (this Wednesday) and forwarded new questionnaires to all stations which have not answered the first ones mailed last month.

Station categories which have returned questionnaires complete, by percentages, are: television, 82%; large radio stations, 75%; medium radio stations, 64%; small radio stations, 58%.

in San Antonio . . .

KONO Gets Results!

	KONO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"	Station "G"
Monday thru Friday 8:00 A.M. - 12:00 Noon	**33.9**	3.9	12.4	19.3	2.6	2.1	12.4	9.9
Monday thru Friday 12:00 Noon - 6:00 P.M.	**23.2**	7.9	5.9	13.5	1.7	9.6	3.1	28.1
Sunday 10:00 A.M. - 6:00 P.M.	**19.3**	7.0	10.2	20.9	2.7	24.1	4.3	7.0
Saturday 10:00 A.M. - 6:00 P.M.	**39.1**	6.9	9.8	14.4	1.7	11.5	6.3	4.0
Sunday thru Saturday 6:00 P.M. - 11:00 P.M.	**27.4**	1.9	30.9	Off The Air	Off The Air	5.4	6.5	18.5

C. E. HOOPER, INC.
San Antonio, Texas
July, 1954

FORJOE & CO.
NATIONALLY

CLARKE BROWN CO.
SOUTHWEST

THE SOUTHWEST'S LEADING INDEPENDENT RADIO STATION

Clarksburg Pub. Seeks Reversal of WBLK Grant

CLARKSBURG Publishing Co. last week asked the U. S. Court of Appeals in Washington to reverse the FCC in granting Clarksburg (W. Va.) ch. 12 to WBLK Clarksburg and in denying its Sec. 309 (c) protest last July.

The Clarksburg petition claimed that there would be a concentration of control over the media of communications in that area were the WBLK-TV grant allowed to stand. It also claimed that there was a collusive agreement between WBLK and applicant WPDX Clarksburg when the latter withdrew its application and was reimbursed in the amount of $14,390. It also said that there should have been public notice of the withdrawal.

Clarksburg Publishing Co. publishes the *Clarksburg Exponent* and *Telegram*, only daily newspapers in that city. It is owned by Cecil B. Highland Sr., long-time foe of radio and tv. His newspapers do not carry radio or tv logs nor mentions of broadcasting in their editorial or advertising columns.

Gist of the concentration issue, advanced by the Clarksburg publisher, is this: WBLK is largely owned by the News Publishing Co., which publishes a number of newspapers in West Virginia. News Publishing also owns 34% in WTRF-TV Wheeling (ch. 7). WTRF-TV signals are "piped" into Clarksburg through a community television system—which brings up the question of overlap. Also News Publishing owns WPAR Parkersburg, W. Va. [B•T, March 29].

After oral argument before the Commission last May, the FCC denied the Clarksburg protest on the ground that no overlap of Grade A contours had been established and that the diversification issue was not binding since the News Publishing Co. did not publish any newspapers in Clarksburg [B•T, July 5]. It is this decision which the Clarksburg newspaper publisher is appealing to the courts.

KAKE Asks FCC Hearing On KFBI Control Transfer

KAKE-AM-TV Wichita last week asked FCC to set for hearing the application to transfer control of KFBI Wichita to Hutchinson Tv Inc., operating KTVH (TV) Hutchinson, Kan.

The KAKE petition contends KTVH, while located in Hutchinson, represents itself as serving both Hutchinson and Wichita in its promotion but not in its FCC filings. The KTVH list of sponsors is described as including 54 from Hutchinson, 60 regional and 124 from Wichita.

When the KTVH application was granted, it is charged, KFBI was applicant for a ch. 16 tv permit at Wichita. John P. Harris and Sydney F. Harris "were and still are also stockholders in KFBI Inc.," it is contended, with the former having 13% of Hutchinson Tv Inc. and 11.87% of KFBI Inc. and the latter 10% of Hutchinson Tv Inc. and 1.9% of KFBI Inc.

The KAKE petition contends KTVH and KFBI would increase their Wichita "emphasis" if they joined forces, and that KFBI would like CBS Radio affiliation. KTVH is a CBS-TV affiliate. Bess Marsh Wyse, a 12% stockholder and director of Hutchinson Tv Inc., is described as holding a 95% interest in KWBW Hutchinson. R. J. Laubengayer is described as a 6.52% KTVH stockholder and at the time of the grant was a 13½% stockholder in KFBI Inc. "Based on current holdings," it is stated, "33% of the stock in KFBI Inc. is owned by persons who own 28.4% of the stock in Hutchinson Tv Inc."

WOSA-TV Gives Up License; WLBR-TV Takes 90-Day Halt

DELETION OF ch. 16 WOSA-TV Wausau, Wis., by the FCC last week raised the total number of post-thaw tv stations to surrender their permits to 103. Of these, 85 were uhf and 18 vhf.

WOSA-TV was owned by Rep. Alvin E. O'Konski (R-Wis.). No reason was given for requesting cancellation of the ch. 16 permit.

Meanwhile, ch. 15 WLBR-TV Lebanon, Pa., notified the Commission that it will cease operation on October 16 for 90 days.

WLBR-TV has been operating under special temporary authority since October 25, 1953. In its letter to the Commission WLBR-TV said that "after almost a year's operating, the station has not been able to attract sufficient business to achieve satisfactory results nor has it been able to secure a national network affiliation."

Suspended Uhf Seeks Vhf

MISSISSIPPI Broadcasting Co., owner of suspended ch. 30 WCOC-TV Meridian, Miss., petitioned FCC last week to allocate ch. 7 there, to end the vhf-uhf intermixture problem. The firm pointed out its uhf promotion efforts have not been sufficiently successful to compete with ch. 11 WTOK-TV there. Mississippi Broadcasting said ch. 7 can be added without any other changes in the allocation table.

WOC-TV

Builds Telecasts that Build Sales

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO

The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Capitol Lobbyists Report Activities

REPORT on lobbying activities in the nation's capital during the second quarter of 1954, including persons or groups who represent interests affecting the radio and television broadcasting industry, has been entered in the *Congressional Record*.

The list, together with lobbyists' announced activities and receipts or expenditures if any in lobbying activities for both quarters of 1954, include:

NARTB, local, state or federal legislation affecting the broadcasting industry—Thad H. Brown Jr., Abiah A. Church, Oscar Elder, Harold E. Fellows, Ralph W. Hardy and Vincent T. Wasilewski.

RETMA, tax legislation—Cleveland Hedrick Jr.

Clear Channel Broadcasting Service, opposition to legistlation calling for duplication of class I-A clear channel frequencies or limiting power of class I-A am stations—Hollis M. Seavey, expenditures $142.31.

CBS Inc., legislation affecting the radio or tv industry—Earl H. Gammons.

NBC, legislation affecting NBC or affiliated companies—Francis M. Russell, expenditures $175.75; George Y. Wheeer, expenditures $27.20.

Edward B. Crosland, representing AT&T on matters affecting communications—receipts $6,000; Ronald J. Foulis, receipts $4,000.

Western Union Telegraph Co., legislative proposals affecting interests of the telegraph company—J. G. Corona, expenditures $83.50; K. W. Heberton, expenditures $333.90.

Ernest W. McFarland, representing American Cable & Radio Corp., RCA Communications Inc. and Western Union Telegraph Co., receipts $7,500.

International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America, all legislation "involving or in the direction of national prohibition (Bryson Bill), taxation of alcoholic beverages, etc."—Joseph E. Brady, expenditures $434.93.

Clinton M. Hester, representing United States Brewers Foundation all proposed legislation affecting the brewing industry (Bryson Bill)—receipts $5,000; expenditures (second quarter only) $91.42.

National Women's Christian Temperance Union (legislation dealing with alcohol, including Bryson Bill, and narcotics, international relations and women and children)—receipts $4,471.54; expenditures $8,056.95.

Miss Elizabeth A. Smart, representing National WCTU, legislation dealing with alcohol (Bryson Bill), narcotics, international relations, women and children—receipts (first quarter only) $606.12; expenditures $889.05.

Wine Institute, legislation affecting California wine and brandy industry (Bryson Bill)—Edward W. Wootton.

O. R. Strackbein (legislative counsel for International Allied Printing Trades Assn.), copyright convention bills and liquor advertising bills (Bryson Bill)—receipts $625.

Three New Am Grants Issued

PERMITS for three new standard stations were issued by the FCC last week. They were for Fremont, Mich.; Ogallala, Neb., and Vinita, Okla.

• At Fremont, fulltime facilities on 1490 kc with power of 100 w was granted to Paul A. Brandt, owner of WCEN Mt. Pleasant, Mich.

• For Ogallala, new daytime station on 930 kc with 500 w power was granted to Ogallala Broadcasting Co.

• At Vinita, permit for a new daytime station on 1470 kc with power of 500 w was awarded to Vinita Broadcasting Co.

In other actions, the FCC granted WMNC Morgantown, N. C., a construction permit to change its facilities from unlimited operation on 1490 kc with power of 250 w to daytime operation on 1430 kc with power of 5 kw.

FCC also designated for consolidated hearing applications of Miners Broadcasting Service Inc., Louis Rosenberg and Somerset Broadcasting Co., all seeking new standard daytime stations on 1460 kc with 500 w power at Ambridge, Pa., Tarentum, Pa., and Painesville, Ohio, respectively.

POLITICAL LIBEL PROBLEM RISES IN N. Y.

New York state tv stations air Democratic film on race scandal. Legal action is threatened.

THE SPECTRE of political libel faced a number of tv stations in New York State last week, as the election campaign there entered a heated homestretch.

Early in the week, George Mortqn Levy, general counsel to the Old Country Trotting Assn. of Westbury, Long Island, threatened legal action against stations showing a film on harness racing scandals. The 15-minute film, prepared by the Democratic State Committee in New York, connected Mr. Levy to the story of the scandals. The mention of him was in the narration, delivered by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), the Democratic-Liberal candidate for attorney general.

The film was shown by more than a half-dozen stations, three of them in New York City and the others upstate. All of the stations, including some stations which had not as yet aired the film, received a telegram from Mr. Levy warning them of possible litigation. Labeling the references to him in the film as false and without foundation, Mr. Levy wired, "I shall hold your station and anyone who abets in their circulation responsible for such untruthful and liable statements."

Among the stations telecasting the film were WNBT (TV) (now WRCA-TV), WPIX (TV) and WABD (TV), all New York, and stations in Schenectady, Rochester and Elmira.

Stations involved were reported to be following the FCC regulation forbidding the station to censor programs by a political candidate (Sec. 315 of the Communications Act).

WBEN-TV Buffalo, after receiving Mr. Levy's telegram, demanded and received indemnification from the Whitebrook Adv., New York, agency which prepared the film for the Democratic Committee. A. H. Kirchhofer, publisher of the *Buffalo Evening News* and WBEN Inc. vice president, had wired the agency:

"We are perfectly ready to telecast Rep. Roosevelt's program, provided the station, its officers and directors are given legally executed indemnification, saving them harmless from any and all costs, including legal fees, provided this is furnished by responsible financial parties, including Mr. Roosevelt and the Democratic state committee. If this isn't done, we have only one recourse: That is to refuse to carry any program for the office of attorney general."

Legal advice also was sought by WNBF-TV Binghampton, N. Y., which through Edward Scala, program director, announced it would show the film.

Lloyd Whitebrook, head of the agency handling the film, told B•T that he knew of no station which had planned to telecast the film, changing its mind.

By Wednesday, Mr. Levy was uncertain as to the path he would take, saying he might be unable to take any legal action in view of the FCC regulation.

Exchange Troubles

THERE weren't telephone lines enough in Denver to handle all the "Kingo" calls coming in to KBTV (TV) there. So the Mountain States Telephone & Telegraph Co. put in a special dial exchange to accommodate the overflow that was tieing up all 25 Denver area exchanges. The exchange is used only for "Kingo" calls to KBTV. "Kingo" is an hour-and-a-half tv version of "Bingo" with one notable improvement: the player can sit at home and, if he wins, can call the station and say he has a winning card. The new dial exchange, said to be the only one of its kind in the country, is unique in that "Kingo" m.c. Reed Walker can clear the entire exchange of jammed calls by the simple push of a button. The show's sponsor, King Soopers grocery chain, reports that store traffic through its seven Denver area outlets has increased by more than 14,000 persons per week since the inception of the program four weeks ago.

Stations Spotlight Weather Programming

WEATHER INFORMATION is gaining prominence in radio-tv programming. Two stations have reported establishing their own facilities while another is working out closer ties with a Weather Bureau station.

A complete weather station is being set up at Crosley Square studios, home of WLW and WLWT (TV) Cincinnati, in the heart of downtown Cincinnati. Jim Fidler, pioneer radio-tv weatherman, is in charge. Equipment includes facsimile and weather teletype machines as well as outside gear. The service also will be fed to WLWC (TV) Columbus and WLWD (TV) Dayton, Crosley stations.

KSJO San Jose, Calif., has set up its own

FORMAL OPENING of KTVX (TV) Muskogee, Okla., featured a two-day open house Oct. 6 and 7. The ch. 8 station, owned by the Tulsa Broadcasting Co., made its debut Sept. 18. Station officials who attended the open house (l to r): Ted Cramer, station manager; James C. Leake, Tulsa Broadcasting executive vice president; John T. Griffin, president, and L. A. (Bud) Blust, vice president and general manager.

The Word Gets Around .... Buy Puget Sound

OF ALL
PUGET SOUND
TELEVISION STATIONS
ONLY
KTNT-TV
CHANNEL ELEVEN
COVERS ALL 5*
IN ITS "A"
CONTOUR

*SEATTLE • TACOMA
EVERETT • BREMERTON • OLYMPIA

KTNT-TV
CHANNEL 11
316,000 WATTS • ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour
(based on 1950 census)

City of Seattle	37.2%
Balance of King County	21.1%
Pierce County (including Tacoma)	22.0%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19.7%
	100%

INFLUENCE AREA

The *Influence Area* of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 1,500,000 able-to-buy people.

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950. (U.S. Census)

CONTACT WEED TELEVISION

CBS
For the SEATTLE — TACOMA — PUGET SOUND AREA
"A" Contour Population Over 1,200,000
DUMONT TELEVISION NETWORK

BROUGHT TOGETHER for a sales meeting by invitations sent to Katz Agency offices from WSPD-AM-TV Toledo were (front, l to r): Fiske Lockridge, Katz Detroit sales manager, and Tom Harker, Storer Broadcasting Co. national sales director; (rear, l to r): Scott Donahue, Katz New York tv sales manager; Bill Joyce, Katz Chicago office; Allen Haid, WSPD vice president-managing director; Morris Kellner, Katz New York radio sales manager, and Bill Rine, Storer northern district vice president. Eleven Katz representatives attended the meeting.

weather bureau, according to the station. Harry Geise, a trained meterologist, each day analyzes and predicts the weather for KSJO's farm listeners. Mr. Geise claims that most weather forecasts carried over the air are at least six hours old, but KSJO, with its own forecasting, can give farmers up to the minute predictions.

Weather data soon will become available from the highest point in Vermont—the site of the transmitter of WMVT (TV) Burlington, atop Mount Mansfield. The station and James E. Stork, chief of the U. S. Weather Bureau in Burlington, have worked out arrangements for operation of the weather sub-station on Mount Mansfield to provide weather experts with spot weather conditions and to give data to WMVT and other sources reporting to the public on weather information.

WTIC Hartford, Conn., plans to have a weather forecasting and research station in operation early next year under Dr. Thomas F. Malone, MIT associate professor of meteorology. He will have a staff of nine including five meteorologists.

WTMJ-AM-TV Milwaukee, Wis., has installed two special teletypes to provide weather information for Bill Carlsen, "weatherman" for the station's 17 five-minute weather shows per week on tv and 10 forecasts a week on radio.

WFAA-TV Ups Power 10-Fold

WFAA-TV Dallas has announced a 10-fold power increase, raising the operating power of the ch. 8 stations to 274 kw, after installation and testing of new RCA equipment. In addition, a new 12-bay antenna, weighing about four tons, was installed on top of the WFAA-TV tower. Ralph Nimmons, station manager, described the power boost as "a significant step in ch. 8's continuing effort to bring the best possible television service to the people of north Texas."

Griff's Radio-Tv Jeopardized

PROJECTED switch of the Philadelphia Athletics baseball team of the American League to Kansas City might interfere with radio-tv income of the Washington Senators, according to Clark Griffith, owner of the Washington club. Mr. Griffith said that if Washington and Baltimore were both in the same eastern division of the league, his 31-station radio hookup as well as telecasts would be affected since he considers Baltimore in his electronic territory and could not include that area if both teams were playing at home.

IT'S A FACT:

20 DELIVERS LARGEST AUDIENCE IN SPRINGFIELD

facts prove it*

OF THE TOP 15 ONCE A WEEK SHOWS
WICS has ALL 15

OF THE TOP 10 MULTI-WEEKLY SHOWS
WICS has ALL 10

Study these samples!!

THURSDAY 8:30-9:00 P.M.

WICS	34.5	C	2.5
B	9.0	D	1.5

FRIDAY 8:00-8:30 P.M.

WICS	30.0	C	4.5
B	5.5	D	2.0

SATURDAY 10:00-10:30 P.M.

WICS	31.0	C	1.5
B	10.0	D	5.5

SUNDAY 6:00-6:30 P.M.

WICS	20.5	C	1.5
B	3.0	D	--

WEDNESDAY 7:00-7:30 P.M.

WICS	33.5	C	2.5
B	9.0	D	1.5

*Pulse, June, 1954

NBC
DUMONT
ABC

WICS T★V
SPRINGFIELD ILLINOIS

CHANNEL 20 DELIVERS

- 20 COUNTIES
- ½ MILLION CONSUMERS
- 200,000 HOMES
- OVER ONE-HALF BILLION ANNUAL RETAIL SALES

NBC IN ILLINOIS' CAPITAL CITY MARKET

MILTON D. FRIEDLAND, General Manager

ADAM YOUNG TELEVISION, Inc., National Representatives

NOW UNDER CONSTRUCTION is the new WCOV (Montgomery, Ala.) Radio & Television Center as presented in this drawing. Ch. 20 WCOV-TV recently increased to 200 kw and WCOV has applied for 10 kw. Both stations are CBS affiliates.

WNBQ (TV) Unveils New Unit

CUSTOM-BUILT tv mobile unit has been placed into operation by WNBQ (TV) Chicago, according to Howard C. Luttgens, NBC Chicago engineering head. The unit, a reconverted bus, was completely rebuilt in accordance with specifications and plans drawn by Mr. Luttgens and his staff. The vehicle contains complete audio and video control equipment, microwave relay accoutrement, and storage space for accompanying cameras, lights, microphones and cable. The panel, formerly used for destinations, bears a tag reading "WNBQ—Always the Best in Tv—Ch. 5" and information on remote telecasts the station plans to originate.

WCMS Three-Month Report

WCMS Norfolk, Va., which claims to be the "first and only" station in the Tidewater area specializing in western, country, folk and hillybilly music reports itself "in the black" after only three months of operation. The 1050 kc station is owned by Cy Blumenthal, who purchased the studios and physical facilities of the former WCAV Norfolk in July. The staff: William B. Davis, director of operation; Art Barrett, program director; Ted Harding, commercial manager; Ted Spivey, chief engineer; Ted Tatar, farm director, and Ted Crutchfield, special events and sports.

WJBF-TV Now WJBF (TV)

CALL LETTERS of WJBF-TV Augusta, Ga., have been changed to WJBF (TV), effective Oct. 10, according to an announcement by J. B. Fuqua, president of the ch. 6 outlet. The change results from the sale of WJBF radio to Media Inc., which now will have the call of WBIA.

BETWEEN 30-50 additional stations will receive transcriptions of the Blackwood Brothers Quartet show which is signed for over WMPS Memphis on a five-times-weekly, 52-week basis by (l to r) Milton Buhler, treasurer of sponsor Buhler Milling & Elevator Co.; Charles Britt, WMPS sales manager, and James Blackwood, leader of the quartet. Agency is Simon & Gwynn of Memphis.

HIGHEST RATED STATION

ISN'T THIS WHAT YOU WANT IN ROCHESTER

HIGHEST RATED PARTICIPATIONS

?

We have a little booklet of Rochester radio ratings based on latest Pulse and Hooper rating surveys. If you are considering Rochester and want to be brought up-to-date on this prosperous market, you should have this booklet on your desk. Just ask us and we will dispatch one to you post haste.

HIGHEST RATED DAYTIME SPOTS

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Hearst's Campbell Moves To New York Headquarters

VICTOR F. CAMPBELL, director of programs for Hearst Corp. radio-tv stations, has been transferred from Baltimore to New York, D. L. Provost, vice president and general manager of Hearst's radio-tv division, announced last week.

Mr. Campbell is engaged in the development of new radio and tv programs for distribution on a syndicated basis. Already in the production stage is a weekly fifteen-minute newscast with a teen-age slant titled *The World Is Yours,* which is produced in cooperation with Hearst Metrotone and International News Service.

At the same time, the appointment of Sydney King, production manager of the Hearst Corp.'s WBAL-TV Baltimore, as acting program manager for the station was announced by Leslie H. Peard Jr., station manager.

ANNUAL fall meeting of general managers of the Westinghouse Broadcasting Co. was held Sept. 27-28 [B•T, Oct. 4] in New York. Among those present were (l to r): WBC president Chris J. Witting; managers of WBC's radio stations, Paul E. Mills WBZ-WBZA Boston; L. R. Rawlins, KDKA Pittsburgh; Carl W. Vandagrift, WOWO Fort Wayne; Franklin A. Tooke, KYW Philadelphia; J. B. Conley, KEX Portland, Ore., and WBC executive vice president Joseph E. Baudino.

Clarke Brown Co. Expanding

CLARKE BROWN Co., southern regional radio-tv representative, has moved to larger quarters in Dallas and will serve as southern offices for H-R Representatives Inc. and H-R Television Inc. [B•T, Oct. 4], according to an announcement by Clarke R. Brown, head of the firm.

In addition to handling the H-R list of stations for the south, the Brown firm will handle its own list of client stations.

The southern representative serves from Texas to North Carolina. It has offices in Dallas, Houston and New Orleans and is readying an Atlanta office. Dallas headquarters new address is 452 Rio Grande Natl. Bldg.

Four Vhf Stations Debut Over Weekend

FOUR new tv stations, all vhf and bringing the first local tv to three cities, were scheduled to begin commercial programming at the week's end. These debuts will boost to 413 the number of operating video outlets.

The new stations and their starting dates: WCNY-TV Carthage-Watertown, N. Y., yesterday (Sunday); WBTW (TV) Florence, S. C., last Friday; KLTV (TV) Tyler, Tex., last Friday, and WSAU-TV Wausau, Wis., yesterday.

WCNY-TV (ch. 7) is the first local video in that upstate New York area. Network affiliations are ABC and CBS; representative is Weed Tv. The station is owned by the Brockway Co. which publishes the *Watertown Daily Times.*

WBTW (ch. 8), owned by the Jefferson Standard Broadcasting Co., is the first tv in Florence. It is affiliated with CBS and represented by CBS Tv Spot Sales. Joseph M. Bryan is president and Charles H. Crutchfield executive vice president and general manager of Jefferson Standard.

KLTV (ch. 7) is the second station but first vhf in Tyler. It began operations with 100 kw power, Marshall H. Pengra, general manager, has reported. Network is NBC and representative is John E. Pearson Tv Inc. Lucille Ross Lansing is president and owner. She also owns KGKB Tyler.

WSAU-TV (ch. 7), owned by the Wisconsin Valley Tv Corp., which is composed mainly of newspaper interests, is affiliated with CBS and represented by Meeker Tv Inc. WSAU-TV is the first tv in Wausau.

Do You Know This Man?

He is Marshall H. Poole, president and general manager of WVLN, Olney, Ill. He says,

"We have found the SESAC Transcribed Library invaluable in our operation. For a low cost, complete program service I don't know SESAC's equal. Special compliments should go to the superb religious music, the Bridges, Moods and Themes catalog and the SESAC scripts. We use them all constantly."

The SESAC Library is lowest in cost for a complete Program Service

SESAC, INC.

475 Fifth Avenue **New York 17, N. Y.**

WCCO Show to Celebrate Station's 30th Birthday

IN OBSERVANCE of its 30th anniversary, WCCO Minneapolis-St. Paul will present a full-hour broadcast relating the station's history on Thursday (7:30-8:30 p.m. CST). The station is a CBS Radio affiliate and is partly owned (47%) by CBS.

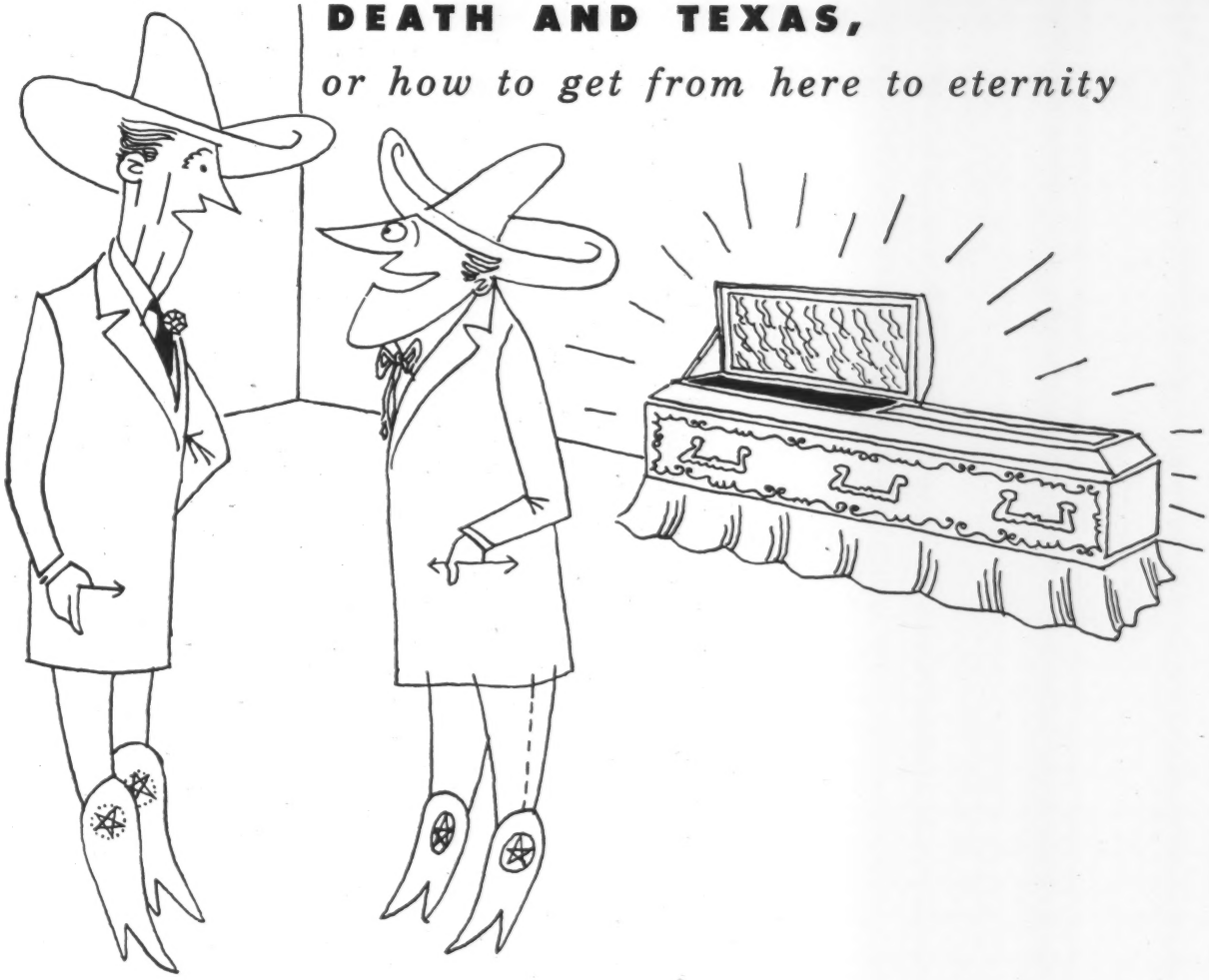
The anniversary program will trace the station's growth and development from a pioneer station, whose signal was scarcely audible beyond the Twin Cities, to a 50 kw outlet which currently serves about 3 million listeners in Minnesota, Wisconsin, Iowa and the Dakotas. Eddie Gallagher, CBS Radio personality and former WCCO staff member, will serve as narrator for the broadcast.

WCFM (FM) Ceases Operation

WCFM (FM) Washington, owned cooperatively by Washington organizations and individuals, ceased broadcasting last week when negotiations for refinancing [B•T, Oct. 11] fell through. The station was due to cease operations early this month [B•T, Oct. 4] but continued in operation pending the outcome of the search for new capital. Founded in 1948, WCFM has operated as a good music station in the nation's capital. It has been sustained mostly by contributors—it had 3,000 preferred stockholders and several thousand "sustaining" stockholders. It operated on 99.5 mc (ch. 258) with 20 kw.

DEATH AND TEXAS,

or how to get from here to eternity



"Show me the best coffin you got," commanded a puissant Texan to a mortician.

"Death in the family? My deepest sympathies," said the undertaker, as the adding machine started whirring in his brain.

"Nope. It's for me. Gotta die sometime. Want to see what I'm getting into. How much is that one?"

"You've hit on the best in the house. Silver handles, inlaid mahogany, silk lining, down filling, gold nails, stainless steel core. Complete with a fifty-car funeral and a hundred sad mourners, $4,750.00."

"Sold. Here's the cash. Hold the thing for me."

The Texan returned to his office. "I'm all set now. Just bought a ring-tailed tooter of a coffin. Gold, silver, mahogany and silk," he told his partner.

"How much?" the partner asked.

"$4,750.00."

"$4,750! You nuts, man? For five hundred dollars more you could be buried in a Cadillac!"

Lively note: No retail trading area in the entire nation enjoys greater retail sales per family than Amarillo's. No other tv station can reach our potential audience of 398,000. No time like now to check with The Katz Agency.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

WKY-TV Target for '55: All Local Shows in Color

WKY-TV Oklahoma City, which bills itself as the first television station in the country to originate local live programs in color on a regular basis, hopes to be colorcasting all its local programs by some time next year, perhaps by mid-1955, Hoyt Andres, assistant manager, said last week.

Mr. Andres offered the prediction in outlining WKY-TV's facilities, operations and programming to agency leaders in a series of presentations in New York last week. Color slides were used to show the ch. 4 outlet's physical layout and shortcuts it employs in colorcasting to economize on time and effort "without economizing on quality."

The WKY-TV presentation was viewed by an estimated 400-500 agency executives and others during seven breakfast and luncheon sessions staged during the week. The WKY-TV delegation was headed by Manager P. A. (Buddy) Sugg and Assistant Manager Andres. The station is represented nationally by the Katz Agency.

UNDER "THREAT" of "Pirate Pete's" cutlass and flintlock, John Grieger Sr., president of Famous Foods Inc., signs to sponsor the *Pirate Pete Show* Mon.-Fri. on WJBK-TV Detroit. Enjoying the act and sporting Pirate Pete buttons are (l to r) Keith McKenny, WJBK-TV sales representative; Joe White, Famous Foods' sales manager; Ralph Sharp, president of Ralph Sharp Agency, and Gayle V. Grubb, WJBK-TV vice president-managing director.

KFMB-TV Starts Combination News-Announcement Package

WITH the start of United Press facsimile service last month, KFMB-TV San Diego has started a unique "one-minute news flash announcement" format, combining interest of spot news with prestige of news sponsorship and flexibility of spot announcement schedule.

Under direction of station manager George Whitney and prize-winning executive editor Paul White, the "one-minute news flash" consists of 10-second title and sponsor identification, 20-second showing of a facsimile just off the U.P. machine, plus commentary, and a final 30-second commercial.

Spots are priced at regular one-minute commercial rate, with added $10 gross production charge. The one-minute news flashes are programmed throughout the day and are subject to KFMB 12-plan and normal frequency discounts.

Akerman Dies Suddenly

FUNERAL services for John Akerman, 52, account executive for CBS Radio Spot Sales in New York, were held last Tuesday in Mamaroneck, N. Y. Mr. Akerman died suddenly at his home in Mamaroneck on Oct. 9.

He had been with CBS Radio Spot Sales since 1949. Previously, he had served as general manager of KMOX St. Louis and assistant general manager of WBBM Chicago, both CBS-owned.

WCBY Start Imminent; Staff Assignments Made

WCBY Cheboygan, Mich., through Richard E. Hunt, president-general manager, has announced plans to go on the air toward the end of this month. The new am station will operate with 250 w on 1240 kc fulltime. Studios, offices and transmitter will be located at the edge of Cheboygan on U. S. highways 27 and 23. The station will be affiliated with the Northern Network, will use AP news service and will be represented nationally by Hil F. Best Co. of Detroit. Programming will emphasize music, news, local sports and public interest.

The staff assignments are as follows: N. Poeppelman, formerly of WPTW Piqua, Ohio, chief engineer; Bob Clark Jr., formerly of WATZ Alpena, Mich., program director; Harry McLeod, formerly with WHAK Rogers City, Mich., announcing and news, and Ben Morrow, sales and sports.

REPRESENTATIVE APPOINTMENTS

WKVM San Juan, P. R., appoints Pan American Broadcasting Co., N. Y.

WWCA Sells Homes

A RADIO campaign to sell homes, planned and broadcast by WWCA Gary, Ind., gained Otto G. Fifield Inc., of Gary, first prize in an Indiana Real Estate Assn. contest "in recognition of a business-building idea." Last March 1, the firm started a series of programs designed to move a backlog of winter homes, ranging in value from $11,000 to $15,000. Thus far, Fifield has sold 60 homes using radio shows on WWCA and at an advertising cost of $26 per sale.

Coulson, Former WHAS Executive, Dies at 61

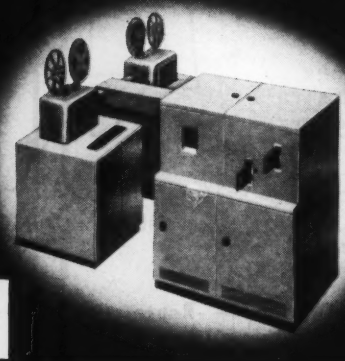
W. LEE COULSON, 61, for many years manager of WHAS Louisville and one of broadcasting's pioneer executives, died Thursday at Santa Barbara, Calif., where he had been living for the last seven years.

Mr. Coulson's career dates back to the early days of WHAS where he served in sales and executive capacities before becoming manager. He figured in development of some of radio's program and management techniques and was widely known in broadcasting and advertising circles. He left WHAS in 1947 after suffering a heart attack and has been unable to work actively since that time. He served on committees of the old NAB and took an active part in industry affairs.

Southern League Limits Tv

TELECASTS of home games played on Sundays and holidays, as well as playoff games, have been banned by directors of the Southern Association, Class AA league. Home clubs may decide if other home games are to be broadcast or telecast. Only Atlanta telecast Southern Association games last season.

making color history...
the DUMONT
Color Multi-Scanner
now serving...
KTLA
LOS ANGELES, CALIFORNIA



Dennis James returns to ABC to star in "Name's the Same"

Home, James

This delightful guessing game is back for the fall season on ABC. Back to ABC-TV, too, is Dennis James to take over as moderator and leading wit. The premiere was Monday, and a grand time was had by all ... including the proud sponsor, the Ralston-Purina Company!

You're in smart company on **ABC-TV** *American Broadcasting Company*

Bert Parks deals out laughs and cash prizes on "Break the Bank"

prize package

Yes, "Break the Bank" is back, Bert Parks and all. And it looks like this famous financial fun-fest will be around for a long, long time. It pays off for everybody: for the contestants (like those below), for ABC, and for the Dodge Division of Chrysler Corporation, who sponsor this wonderful show ... and don't mind paying one bit.

You're in smart company on **ABC-TV** *American Broadcasting Company*

Hoag-Blair Appoints Four Additions to New York Staff

FOUR additions to the New York staff of Hoag-Blair Co., new national representative firm for tv stations outside major markets, were announced last week by Robert B. Hoag, president. New staff members and their positions are: Richard L. Foote and Paul S. O'Brien, account executives; Joan Lehmann, secretary and assistant to Mr. Hoag, and Dorothy Baron, secretary.

Mr. Foote joins the representative firm from the sales staff of WFTL-TV Ft. Lauderdale. He was formerly an account executive at Forjoe & Co., New York. Before his present association, Mr. O'Brien worked as an account executive for WLIB New York and WXYZ Detroit.

Miss Lehmann moves to Hoag-Blair from CBS-TV Spot Sales. She also had worked for NBC Radio. Miss Baron moves to her new assignment from Roland-Bodee & Flint Adv., Miami. In the past she has been employed by Dancer-Fitzgerald-Sample and BBDO, both New York.

WATV (TV) Appoints Petry

WATV (TV) Newark has appointed Edward Petry & Co. as its national sales representative effective immediately, Bertram Lebhar Jr., vice president and sales director, announced last week. The station, operating on ch. 13 from New York's Empire State Bldg. antenna site, also will issue a new rate card, incorporating increases, in the near future. WATV is headed by Irving R. Rosenhaus.

MANAGING DIRECTOR C. Howard Lane (c), KOIN-TV Portland, Ore., is congratulated by Oregon Gov. Paul Patterson (r) and Portland Mayor Fred Peterson a moment after the station increased power to 100 kw from its new 708 ft. tower, 1,530 ft. above average terrain.

Color Tv in Hollywood

TWO Hollywood tv stations—KTLA (TV) and KNXT (TV)—began local colorcasting a fortnight ago. KTLA on Oct. 7 presented a special 90-minute color salute to a Motorola dealers meeting, heralding arrival of that firm's first 19-inch color receivers in Los Angeles. CBS-owned KNXT Oct. 10 broadcast from CBS Television City a 30-minute "KNXT Colorama," sponsored by Dawne Industries (Tint 'n' Set) through Lou Holzer & Assoc. Paramount Pictures, through Buchanan & Co., used color announcements for its new motion picture, "Rear Window," preceding and following the KNXT color program.

Top Rated in the Nation
Nearly 200 Gates current Model BC-1F 1000-watt transmitters will be telling nearly 10 million football fans every Saturday, what their favorite team is doing. — No. 1 in the nation.
GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

WDTV (TV) Begins Operation In New Pittsburgh Quarters

OPERATIONS of WDTV (TV) Pittsburgh, DuMont Television Network affiliate there, switched over to new quarters at the Gateway Center last Wednesday. Highlight of the change was the station's first telecast in color, presented Wednesday evening. WDTV reported enthusiastic response on the color reception from dealers throughout the area. DuMont's recently completed 100 kw transmitting plant enables WDTV to carry color shows telecast on all networks.

The new Gateway facilities were planned around two studios each with its own control room. Program sources are provided from three cameras in each of the two studios, four separate film cameras in the projection room and two flying spot scanners.

Cooperating in the switchover to the Gateway center were Harold C. Lund, general manager of WDTV; Rodney D. Chipp, director of engineering for DuMont, who participated in the engineering design for the center; Raymond W. Rodgers, chief engineer for WDTV, and Robert F. Bigwood, manager of the general engineering department at DuMont, who supervised the installation.

WDIA Institutes Procedure To Screen Offensive Records

PROCEDURE to screen recordings to weed out certain records offensive to good taste and morals has been instituted by WDIA Memphis, Tenn. The station hopes to gain enough supporters to bring sufficient economic pressure to bear on the sources of undesirable recordings to establish a trend toward more imaginative, less suggestive lyrics.

If, after careful station screening, a record is deemed offensive to good taste or morals, the recording company involved, local distributor and key publications and radio stations will be advised of WDIA's decision. In handling requests for such records, an announcer will say: "WDIA, your goodwill station, in the interest of good citizenship, for the protection of morals and our Christian way of life does not consider (name of unfit record) fit for broadcast on WDIA. We're sure all you listeners agree with us and enjoy our programs and all the music you hear every day." The station hopes to eliminate records the screening group considers unfit for broadcast for reasons of double meaning, suggestive lyrics, sacriligious content or poor reproduction quality.

Powell Named WBCR Manager

DURWOOD POWELL, formerly assistant manager-program director of WCVA Culpepper, Va., has been named manager of WBCR Christiansburg, Va., 1 kw daytimer scheduled to go on the air soon. Mr. Powell, a 14-year radio veteran, began his radio career at WKEY Covington, Va., when he was 16 years old and a junior in high school. WBCR will operate on 1260 kc and will render service to the Blacksburg - Christianburg-Radford area of Virginia.

MR. POWELL

117% Attendance

AN ATTENDANCE which exceeded the urban population of the town was recorded by the Piggly Wiggly supermarket in its two-day opening in Indianola, Miss., after WNLA there had heralded the opening with 101 announcements in an eight-day promotion. With the exception of one newspaper ad published the day of the opening, WNLA handled all pre-opening promotion, the station reports, besides carrying 18 five-minute broadcasts direct from the store during the two-day opening. Over 7,000 people registered at the store during the opening, or 1,000 more than the urban population of Indianola. Total cost for radio, WNLA points out, was only $227, or about three cents for every customer brought into the new supermarket.

KAUS-KMMT (TV) Control Goes to McElroy, Associates

CONTROL of KAUS and KMMT (TV) Austin, Minn., has been transferred to Ralph J. McElroy and associates, owners of KWWL-AM-TV Waterloo, Iowa, Mr. McElroy announced last week. The transfer is contingent on FCC approval.

By terms of the agreement, Mr. McElroy and other owners of the KWWL properties are given a management contract to run the Austin stations, with one year to put them in the black. If this is accomplished, the Iowa managers are given authority to purchase the Austin properties for $40,000 after paying off current indebtedness.

KAUS, founded in 1948, operates on 1480 kc with 1 kw and is affiliated with MBS. It had total assets of $180,338 as of Jan. 1, 1954, and total liabilities of $139,436. It showed a loss to date of $7,820. KMMT began operating on ch. 6 in July 1953 and is ABC and DuMont affiliated. It had total assets of $171,517 as of Jan. 1, 1954, and total liabilities of $233,764. Loss to date was given as $65,249. Martin Bustad is president of the am station; Harry M. Smith of the tv station.

KWWL began operating on 1330 kc (5 kw day, 1 kw night) in 1947. It also is affiliated with MBS. KWWL-TV, on ch. 7, began Nov. 15, 1953, and is affiliated with NBC.

Under the planned joint operation, many of the KWWL local features of common interest to both areas will be available to KAUS and KMMT, Mr. McElroy said. Mr. McElroy said he feels that the Eastern and Northern Iowa and Southern Minnesota market is an integrated region and should be programmed and offered for sale as a regional unit. "The combined coverage of the expanded KWWL-TV [it is planning to boost power to 316 kw] and Austin operations will cover this Midwest area like a spring rain and will eventually reach more prosperous city and farm homes than any other television buy available," Mr. McElroy said.

REPRESENTATIVE PEOPLE

Joseph A. Flahive to tv sales staff, George P. Hollingbery Co., N. Y.

Ralph Hunter, formerly radio director, Voice of America, Washington, to sales staff, Katz Agency, N. Y.

Sterling B. Beeson, vice president and manager, Headley-Reed Co., N. Y., father of boy, Sterling Bruce, Oct. 7; **Austen Smithers,** account executive, Headley-Reed Tv, same city, father of boy, Christopher Dunkin, Oct. 6.

GOETZE APPOINTED G. M. OF KFSD-AM-TV

APPOINTMENT of William E. Goetze, partner in the Elliott, Goetze & Boome Adv. Agency in San Francisco, as general manager of KFSD-AM-TV San Diego [CLOSED CIRCUIT, Oct. 1] was announced last Friday by James G. Rogers, president of KFSD Inc., following FCC approval Wednesday of its acquisition of the stations for $2,227,500 [B•T, Sept. 27, Aug. 23].

The KFSD properties were sold by Airfan Radio Corp., owned two-thirds by veteran broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

KFSD Inc. is 95.5% owned by the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV Worcester, Mass. It is also the largest single stockholder in Olympic Radio & Television Inc., manufacturer of radio and tv receivers, and owns substantial interests in community television systems.

Mr. Goetze will assume responsibility for the two stations Nov. 1, Mr. Rogers announced. John C. Merino will continue as KFSD station manager, and Mr. Sharp will be a director of KFSD Inc.

Meet "Mr. Upper Income"

This man's super-buying power makes him today's most sought after prospect. He's the average Kansas farmer. He's got $8,304.00 in *disposable* income . . . after taxes! That's 58% above the national average.*

What's more, he's BUYING . . . buying those things that smart salesmanship has convinced him he needs. In an unbelievable number of cases, those purchases are things he's heard about over WIBW. That's because WIBW is THE Kansas Farm Station . . . first choice of Kansas farm families for over 30 years.†

* *Consumer Markets 1954*

† *Kansas Radio Audience 1953*

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN

WCBR Memphis, which has changed its programming to become the 23d radio station in the country to broadcast exclusively to the Negro market, has appointed Joseph H. McGillvra Inc. its new representative. W. M. H. Smith (l), WCBR's new general manager, signs the agreement with Mr. McGillvra (r) and Jack Stewart, manager of McGillvra's new Memphis office.

Tirico Named WRIS Gen. Mgr.; Austin Returns As Manager

APPOINTMENT of Frank Tirico as general manager of WRIS Roanoke, Va., has been announced by Cy N. Bahakel, president of the station. Simultaneously, Mr. Tirico was elected vice president of WPLH Huntington, W. Va., recently acquired by Mr. Bahakel. Mr. Bahakel also announced the appointment of Coleman O. Austin Jr. as WRIS manager. Mr. Austin formerly was with WRIS as commercial manager.

Telethon Used to Raise Funds For Financially-Hit Stations

IN A LAST ditch effort to save the station employes of KVVG-TV and KCOK, both Tulare, Calif., are winding up daily telethon on the air since Oct. 9 to raise funds for continued operation.

Both the stations, owned by Sheldon Anderson, have been in financial trouble since the tv station started in November 1953. Last month, Sierra Broadcasting System Inc., Los Angeles, withdrew from an agreement with Mr. Anderton to buy KVVG, charging failure to comply with contract terms [B•T, Oct. 4].

Meanwhile, over $17,000 had been pledged by last Thursday, according to Ron Freeman, announcer and employe spokesman. Mr. Freeman estimated another $20,000 was needed to keep station going.

Last Wednesday night, creditors of the station appointed a six man trustee committee (three attorneys and three local businessmen) to assist Mr. Anderson in station's management. Collected money will go into a fund, from which current salaries and operating expenses would come, under supervision of creditors' committee.

Telethon, which Mr. Anderson approved, started with appearance of Gov. and Mrs. Goodwin Knight, who contributed $80 and $10 respectively. Other entertainers, including KTLA (TV) Hollywood personality Spade Cooley, are contributing services.

Mr. Freeman told B•T that station employes are owed over $75,000 in back salaries. He was hopeful at the response, adding that workers would remain on air so long as San Joaquin Valley residents showed interest. Expectations of reaching the goal were good, he said.

He emphasized this is a stop-gap measure to help feed and house local employes, whose savings are gone, until KVVG can get on a paying basis. He also reported encouraging response from advertisers, some of whom are capitalizing on the current telethon publicity.

Ethridge on Europe Survey

MARK F. ETHRIDGE, publisher of the *Louisville* (Ky.) *Courier-Journal* and *Times,* parent company of WHAS Inc., left for Europe Oct. 14 on the S. S. Liberte to conduct a month long survey of Radio Free Europe's news and information gathering facilities. He will report his findings and recommendations to Joseph C. Grew, chairman of the board of directors of the Free Europe Committee.

STATION PEOPLE

Ray Johnson, assistant manager, KMED Medford, Ore., appointed general manager, succeeding **Jennings Pierce,** whose plans are to be announced shortly.

Bob Gilmore, sportscaster, WCPO Cincinnati, to WNOP Newport, Ky., as sales manager.

Jim Bruce, assistant director, special broadcast services, WLW-WLWT (TV) Cincinnati, appointed program manager, WLWT; **Pete Katz,** producer, WLWT, appointed executive producer.

W. V. Barton, film director, WIBW-TV Topeka, Kan., appointed program manager.

Roland Peterson, production supervisor, WNAX Yankton, S. D., promoted to program manager.

William Eames, formerly instructor, Vassar College, Poughkeepsie, N. Y., to WEOK there as program director.

Barry Barents, WTOP Washington, to WKNB-TV New Britain, Conn., as program director, succeeding **Ralph D. Kanna,** who becomes administrative supervisor.

Sydney King, production manager, WBAL-TV Baltimore, appointed acting program manager.

Bill Bennent, formerly vice president, general manager and commercial manager, KTHT Houston, Tex., to KTLJ (TV) there (target date: November), as commercial manager.

H. W. Critchlow to WISR Butler, Pa., as commercial manager.

James F. Anderson, public information officer, U. S. Navy, to WOAI-AM-TV San Antonio, Tex., as promotion manager, succeeding **Morton E. Grossman,** who moves to *Tv Guide,* Philadelphia.

MR. ANDERSON

Jan Harrell to KEEN San Jose, Calif., as traffic manager.

Betty Prokop, intra-office traffic supervisor, WICC Bridgeport, Conn., appointed traffic supervisor, succeeding **Barbara Munson,** who

AP

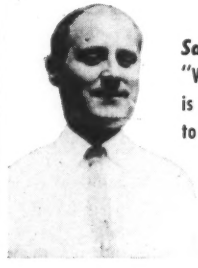
Station Wants Sponsor, Sponsor Wants Results

AP News Meets Acid Test

At WATO, Oak Ridge, the latest success story confirms the reliability and effectiveness of AP newscasts.

The sponsor – Adcox-Kirby (local Pontiac dealer) – put the station on the spot with, "I'm turning my entire ad budget over to you. What we want is results." Sam Thrower, WATO's commercial manager, mapped out a maximum-audience plan: Seven AP newscasts per day (all that were available), Monday through Saturday, for 52 weeks. In addition, Adcox-Kirby is using 10 spot announcements daily, Monday through Friday, until another AP 'cast opens up. This puts the auto firm on the air at least once during each hour.

The strategy has confirmed the sponsor's confidence in the station – and the station's confidence in AP news as a No. 1 audience builder.



Says Manager Ross Charles: **"When our station's reputation is at stake, we don't hesitate to recommend AP newscasts."**

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"We can't stop you —but we warn you!"

. . . so they moved in closer

Case History No. 1

The two KARK-TV news cameramen headed for the west side of town. A minute before, the police radio had reported a man with a gun running from house to house in that area. "They think he's an escapee from State Hospital," the news editor yelled after them.

En route they heard another report – the man was carrying a shotgun.

With Louis Oberste at the wheel, they rode for about 20 minutes.

"Wouldn't it be fun if we found him?" mused Oberste's partner, Chris Button.

Oberste drove up beside Police Chief Marvin Potts.

"Don't go down the street," yelled Potts. "They got him cornered!"

Oberste and Button bounced from the car at the same time.

"We can't stop you, but we warn you," the chief called after them.

"Take cover! He's got a rifle," bellowed a sergeant nearby.

Oberste scurried to a vacant lot across the street. Button chose an evergreen shrub and tried to squeeze his generous figure behind it. He poked his 16 mm movie camera over the top.

The screen door of the house facing them opened slowly. Their cameras started grinding. A woman came out of the house, with the hunted man behind her.

The two walked on out, and the screen door banged shut. As the woman turned toward her captor, an off-duty patrolman, crouching at the corner of the house, fired five shots. As the bullets struck home, the escapee turned to return the fire, but slumped to the ground. The woman stumbled across the lawn and sank to her knees.

Button and Oberste got the entire action. They hurried back to the office, and gave KARK-TV News Director Bob Kemp a sharp, eye-witness fill-in on the action. Then they prepared their film for the "soup."

Kemp got The Associated Press bureau in Little Rock on the phone.

"Chris and Louis got some wonderful footage on the manhunt," he reported. "Anything you want is yours.

"Now here's the way they saw it happen . . ."

The AP bureau poured out the story on the radio and news wires. As soon as pictures were ready, they were transmitted to TV stations and papers throughout the country over the AP Wirephoto network.

The Arkansas Democrat, an AP member newspaper, had provided The AP bureau with first word of the hunt. KARK-TV provided colorful detail for the news wires and top-notch action pictures.

Team action all the way. Another hot news story handled speedily . . . accurately . . . vividly.

Louis Oberste and Chris Button are two of many thousands who help make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands... know the most famous name in news is AP

Another
FOOTBALL
FIRST in
Philadelphia

THE GAME
of the
WEEK

with
MEL
ALLEN

W I B G
ALWAYS FIRST IN SPORTS

13 years of
play-by-play
broadcast

ATHLETICS and PHILLIES
BASEBALL GAMES

WIBG
DIAL 990
10,000 WATTS

PHILADELPHIA'S MOST POWERFUL
INDEPENDENT REPRESENTED BY
RADIO REPRESENTATIVES, INC.

moves to traffic and sales dept., WEEI Boston.

R. S. Carson to CHCT-TV Calgary, Alta., as traffic manager.

John Condit, formerly city editor, *Redding Record-Searchlight,* Redding, Calif., to KSDA there as news director.

Jack K. Holt, news director, WCNT-AM-FM Centralia, Ill., to KWK-AM-TV St. Louis as news editor.

Harry Reasoner, chief editor, Far East Regional Production Center, United States Information Service, Manila, Philippines, to KEYD-TV Minneapolis, as news director.

Don Jones, formerly sales manager, KMMT Austin, Minn., to KSTP St. Paul as sales service manager; **Graham Moore,** sales director, KCBQ San Diego, to KSTP-TV as account executive; **Roger Kent,** formerly with WDGY Minneapolis, to KSTP as announcer-disc m.c.

Kenneth Johnston, formerly disc m.c., WNOR Norfolk, Va., to WDBF Delray Beach, Fla., as chief announcer.

William E. Linden, assistant director, WTOP-TV Washington, promoted to director.

Jack Anderson, independent tv producer, Omaha, to KMTV (TV) there as production coordinator.

Harry D. Goodwin, general manager, WVNJ Newark, N. J., resigns with future plans to be announced shortly.

Don Seeley, formerly manager, KPKW Pasco, Wash., to KEX Portland, Ore., as account executive.

Virgil L. Clemons to KFMB San Diego, Calif., as account executive.

Hugh Gordon, formerly with NBC, to KONA-TV Honolulu as account executive; **Fred Briggs,** formerly with KFMB-TV San Diego, Calif., to production staff, KONA-TV.

Jack Bradley, formerly sports director, WSAZ-AM-TV Huntington, W. Va., to KVSM San Mateo, Calif., as account executive.

Con Hartsock, salesman, *San Francisco Examiner,* and **Phil Parkinson,** sales staff, Newspaper Agency Corp. (newspaper representative), Salt Lake City, to KTVT (TV) Salt Lake City as account executives; **Jon Duffy,** KYNO Fresno, Calif., to KDYL Salt Lake City (KTVT am affiliate).

Al Buettner, announcing staff, WTMJ-AM-TV Milwaukee, transfers to sales staff; **Tom Mercein,** announcing staff, WTMJ-AM-TV, to NBC Chicago; **Frank Bignel,** programming dept., WTMJ, transfers to announcing staff.

Ernest Berger, WCAE Pittsburgh, to sales staff, KQV there.

Ed Sheehan, disc m.c., KHON Honolulu, to KGMB there in same capacity.

Boyd Whitney, disc m.c., KTRM Beaumont, Tex., to KABQ Albuquerque, in same capacity.

Don Nelson, formerly announcer and program director, Armed Forces Radio Service, Korea, to WKNE Keene, N. H., as announcer.

Jerry Keane, WGAU Athens, Ga., to announcing staff, WSB Atlanta.

George W. Thompson to announcing staff, WNHC-TV New Haven, Conn.

Alan Boal, disc m.c., WBVP Beaver Falls, Pa., to announcing staff, WKBN-AM-FM-TV Youngstown, Ohio.

Betty Jean Campbell to WPTF Raleigh, N. C., as transcription clerk.

Cathy Furniss, script secretary, KCBS San Francisco, appointed record librarian.

Bob Booker, released from U. S. Army, returns to WMBR-TV Jacksonville, Fla.

Elzey M. Roberts Jr., president, KXOK St. Louis, elected first vice president, Adv. Club of St. Louis.

Pede Worth, program director, KCBS San Francisco, elected chairman, Daly City Police Commission, Daly City, Calif.

Gomer Lesch, program director, WFMY-TV Greensboro, N. C., appointed chairman, Greensboro Mayor's Committee for United Nations Day.

Maggie McNellis, personality, WABC-TV New York, and **Freeman Gosden** and **Charles Correl** (Amos 'n' Andy), appointed to represent tv and radio industries, respectively, as honorary chairmen, National Bible Week, Oct. 18-24.

Bob Ingham, sports announcer, KSD-AM-TV St. Louis, appointed American delegate to International Assn. of Amateur Boxing in Rome, Italy, which opened last Saturday.

James F. Hastings, sales manager, WHDL Olean, N. Y., and first "Best Radio Salesman of the Month" of Broadcast Adv. Bureau, N. Y., will speak before Central Canada Broadcasters Assn. annual convention, Niagara Falls, Ont., Oct. 25, on sale which won him award.

Harvey Olson, program manager, WDRC-AM-FM Hartford, Conn., will address Parent-Teachers Assn. of Plainville, Conn., on "Talk About Talk" Oct. 19; **Jack Zaiman,** commentator, WDRC-AM-FM, will give public lecture on "Spotlight on the Election" at Hillyer College Oct. 26.

Mary Ann Owens, co-star *Jack Owens Show,* KABC-TV Los Angeles, and **John Stoeller,** will be married Oct. 23.

Dick Beesmeyer, account executive, KHJ-TV Hollywood, father of boy, Eric Anthony, Oct. 5.

Bob Andrews, producer-director, WKNB-TV New Britain, Conn., father of girl Oct. 4; **Bill Canoras,** tv engineering supervisor, WKNB-TV, father of boy Oct. 4.

Al Fiegel, promotion manager, KTVQ (TV) Oklahoma City, father of boy, Timothy Van, Sept. 24.

Thomas F. McCollum, promotion manager, WSYR-AM-TV Syracuse, N. Y., father of girl, Michele.

Lathrop Mack, KFBB Great Falls, Mont., father of girl, Roberta Lathrop.

A. Glenn Rogers, 45, business manager, WGVA Geneva, N. Y., died Oct. 9.

Lee H. Bennet, 43, announcer, WMAQ-WNBQ (TV) Chicago, died Oct. 10.

STATION SHORTS

WGMS Washington last Saturday premiered "The Confederacy," new record of Columbia Records Inc., Bridgeport, Conn.

KOCA Kilgore, Tex., is broadcasting 39 football games of one college and five high schools this season, all of which have been sold out, station reports.

KEYT (TV) Santa Barbara, Calif., has added eight hours per week to air schedule.

WTOR Torrington, Conn., will broadcast 19 game basketball schedule of Torrington High School.

SALES GO OVER the TOP

when your sales message goes to . . .

NOW WKZO-TV (Channel 3) has 100,000 watts of power — now has a new 1000-foot tower — now *offers you 514,000 families within its grade B coverage area!*

So NOW more than ever, WKZO-TV can help you go *over the top in Western Michigan!*

100,000 WATTS VIDEO • CHANNEL 3 • 1000' TOWER

AM - TV - FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Dubuque Voters Again Choose Jerrold System

In the second referendum, as in the first, local citizens show preference for the Dubuque-Jerrold community tv system and reject a firm headed by local businessmen.

FOR THE SECOND time in less than a month, residents of Dubuque, Iowa, last Monday trooped to the polls to voice their preference for a community television franchise and overwhelmingly registered their approval of the Dubuque-Jerrold Television Cable Corp., owned by the Jerrold Electronics Corp., Philadelphia.

The action on Monday followed a local referendum on Sept. 13 when citizens rejected their own City Council's recommendation to grant a franchise to Dubuque Community Television Corp., composed of local businessmen and using Spencer Kennedy Lab equipment. At that time residents voted against the City Council's franchise action by a 6,610 to 1,537 vote [B•T, Sept. 20].

In the local referendum last Monday, the vote was 4,560 in favor of Dubuque-Jerrold and 57 against, according to a spokesman for Jerrold.

Hills Stop Signed

The flurry of elections followed the filing of an application last May by Dubuque-Jerrold to bring Chicago's tv signals to the 55,000 citizens of Dubuque. The city is surrounded by steep hills which prevent the area from receiving tv signals (Davenport-Rock Island-Moline is 70 miles away and Chicago, 160 miles away). On the heels of the Jerrold application, the local group filed its own application to establish a mountain-top system, using SKL equipment.

The City Council thereupon called on Iowa State College at Ames for assistance, asking Profs. George Town and William Hughes to evaluate the systems. The engineering professors recommended the Jerrold application, but the City Council on Aug. 2 rejected the engineering report and awarded the franchise to the local group.

Under the local law, the franchise award had to be confirmed by the voters. During both referendums, it was reported, the factions involved participated in campaigns said to be reminiscent of old-time railroad and public utilities battles, including public rallies and street corner meetings. Before the latest referendum, 33 local television set dealers purchased co-op advertisements in newspapers in support of Jerrold, and on Oct. 10, Milton J. Shapps, president of Jerrold, participated in a one-hour "radiothon" on KDTH and WDBQ both Dubuque.

Construction of the Jerrold system will start immediately, a company spokesman said, and it is expected that it will be in operation by the end of the year, with the entire city wired before September 1955.

'District Attorney' Sales Reach Over 300 Markets

NEW MARK in sales of the *Mr. District Attorney* radio series was reported last week by Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co.

Mr. Unger said the Ziv show has been sold out in more than 300 markets, which include 80% of the nation's top radio markets. At the same time, he said, smaller and medium markets are following the pattern of the major markets and already have stepped up purchases of the program.

Among stations most recently buying the program: KBNZ La Junta, Colo.; WCPA Clearfield, Pa.; KWSO Lawton, Okla.; KCHS Truth or Consequences, N. M.; WWBG Bowling Green, Ohio; WIKE Newport, Vt.; WNIX Springfield, Vt.; KENO Las Vegas, Nev.; KGNC Amarillo; WRUF Gainesville, Fla.; WJDX Jackson, Miss.; WHIE Griffin, Ga.; WHLM Bloomsburg, Pa.; WSKI Montpelier, Vt., and WDIX Orangeburg, S. C.

Singer Sues Capitol Records

SUIT was filed last Monday in Los Angeles Superior Court against Capitol Records Inc. by Mae Williams, singing star of KNXT (TV) Hollywood *Mae Williams Show*, who asked $250,000 damages for personal injuries sustained from a fall in the firm's recording studio on Aug. 20. Charging the stairway was defective, the singer who had signed a new year's contract with KNXT several days before the accident, claims her injuries, consisting of two fractured vertebrae, a fractured rib, internal injuries and numerous contusions, will keep her under medical care and away from tv for an indefinite period of time.

LEE FILM NETWORK SIGNS 9 AFFILIATES

President of new service expects more affiliates will be added before operational start later this year.

AFFILIATION contracts have been signed with nine stations to take film programs of Lee International Tv Network when it goes into operation later this year, it was announced last week.

The stations have agreed to carry three hours of film shows each day in non-network option time, according to Raymond L. Kulzick, Lee president. He said other affiliates will be added before Oct. 28.

Mr. Kulzick declined to reveal the nature of the affiliation pacts beyond saying stations would be compensated on a flat percentage of their local rate cards. He said a number of national advertisers have agreed to sponsor the programs on the full network, with a minimum one unit per week over 52 weeks. He declined to identify them, but categorized them as food, drug, apparel and appliance accounts of unspecified number.

The network originally was scheduled to debut Sept. 26 but "unexpected production delays postponed network airing for several weeks." Actual date for operation will be announced shortly, Mr. Kulzick reported.

All programs will be carried on the same day by affiliates. While programs are not yet actually in production, they are expected to include all but dramatic types in 15- and 30-minute segments, he claimed. Mr. Kulzick said a number of unspecified studios would film the shows.

The stations identified by Mr. Kulzick as affiliates are:

KSAN-TV San Francisco; KVEC-TV San Luis Obispo, Calif.; KXLF-TV Butte, Mont.; WDXI-TV Jackson, Tenn.; WOKY-TV Milwaukee; WKOW-TV Madison, Wis.; WNOW-TV York, Pa.; KDUB-TV Lubbock, Tex., and KDRO-TV Sedalia, Mo.

PROGRAM SERVICES PEOPLE

Richard Leveson, Hearst Corp., N. Y., to sales staff, Tv Spots Inc., Hollywood.

PROGRAM SERVICES SHORTS

Princeton Film Center Inc., Princeton, N. J., has completed tv spot commercials series for AC, electronic div., General Motors Corp., Detroit.

Tenney-King Radio & Television Productions, Denver, Colo., has been opened as program production service with Dennis Tenney as president and Victor King as executive director. Company reports number of productions now in final development stages. Address: 534 16th St.

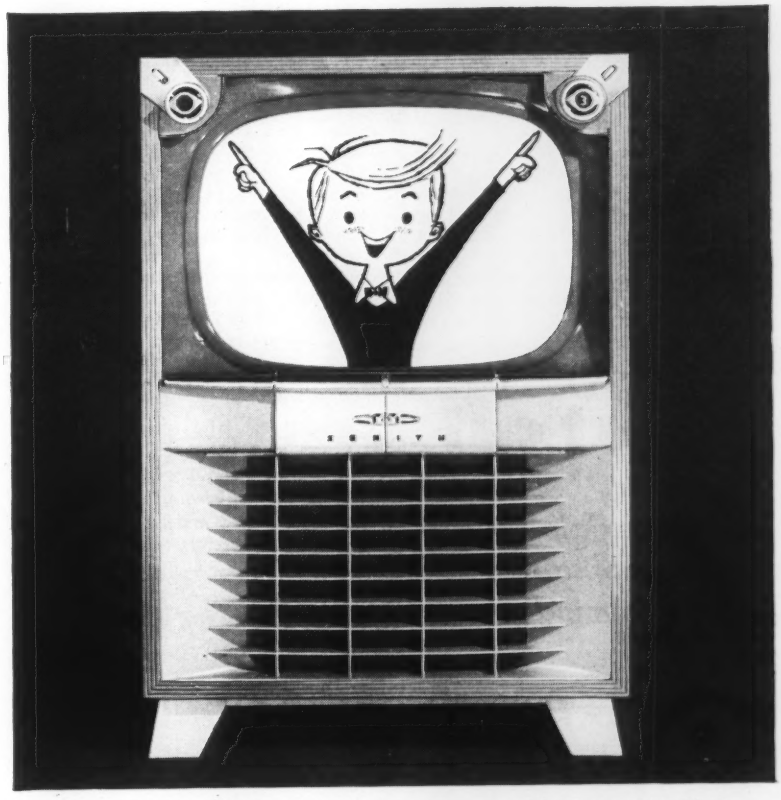
Goldswan Productions Inc., N. Y., announces completion of musical commercials in past month for Armstrong Co. (Quaker Rugs), Lancaster, Pa., through BBDO, N. Y.; Whitebrook Adv., N. Y. (political election spot announcements); National Biscuit Co., N. Y., and Chrysler Corp., Detroit, through McCann-Erickson, N. Y.; Rockwood & Co. (candy), Brooklyn, through Paris & Peart, N. Y.; Nestle Co. (Nescafe Instant Coffee), through Bryan Houston, N. Y.

United World Films Inc., N. Y., has completed

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

Now! See the revolutionary new Zenith Model X with Top Tuning

Now you don't even bend over to click the dial. And every "click" brings you TV's sharpest picture automatically.



Zenith's Model X. Full 21" Cinébeam television with Cine-Lens, 20,000-volt Royal "R" chassis. Phonojack for playing LP records. In Mahogany $379.95*. In Blonde as shown, $389.95*. Top Tuning starts at $299.95*.

CINÉBEAM

Picture Tube for nearly twice the brightness

Inside mirror concentrates the power of all 20,000 volts on the picture.

CINÉLENS

for television's sharpest picture

The plus factor for Cinébeam, screens out room light, intensifies contrast without glare.

Full Component

HIGH FIDELITY

Sound

Zenith-built dual speakers with woofer and tweeter and push-pull amplifier add new "you are there" reality to TV.

ZENITH®

The royalty of radio and TELEVISION®

Backed by 36 Years of Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price. Slightly higher in Far West and South. Prices and specifications subject to change without notice. COPR. 1954

series of tv spot commercials for Pan-American Coffee Bureau, N. Y., and Sunshine Biscuits Inc., same city, through Cunningham & Walsh Inc., that city; Procter & Gamble Co. (Golden Fluffo, Joy), Cincinnati, through Biow Co., N. Y.; Colgate-Palmolive Co. (Lustre-Net), Jersey City, N. J., through Lennen & Newell Inc., N. Y.

Five Star Productions Inc., Hollywood, is completing its third tv film commercial series for Maybelline Co., Chicago, introducing firm's new automatic eyebrow pencil in combination live action and animated films. Agency: Gordon Best Co., Chicago. Firm also is completing its fifth tv film commercial series for Gulf Brewing Co. (Grand Prize Beer), Houston, Tex. Agency: Foote, Cone & Belding, Houston.

Jerry Fairbanks Productions, Hollywood, has been signed by Chrysler Corp. (Dodge Division), Detroit, to film group of one-minute tv and theatrical commercials for 1955 advertising campaign. Agency: Grant Adv. Inc., Chicago.

Variety Prop Shop, N. Y., has been opened as an equipment renting firm for tv and theatre at 1871 Broadway; telephone: Circle 6-0023.

Tv Spots Inc., Hollywood, to create animated film spot series for NBC announcing call letter changes of KNBH (TV) Hollywood, WNBT (TV) New York and WNBW (TV) Washington to KRCA (TV), WRCA-TV, and WRC-TV, respectively [B•T, Oct. 4]. Firm also is creating animated tv film commercial series for Ford Dealers Assn. of Southern California. Agency for latter: J. Walter Thompson, L. A.

your **short cut**
to better, more flexible, more profitable programming . . .

STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes— each averaging only . . . **1½** Minutes in length

Recordings by top talent tailored to fit tight program schedules. Only 1½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.

Send for complete details and
FREE AUDITION RECORD

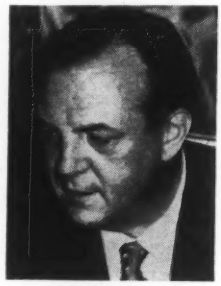
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

O'BRIEN LEAVES ABC FOR AB-PT DUTIES

Network's executive vice president will return to job as financial vice president of parent AB-PT. Les Arries Sr. quits as ABC-TV sports chief.

ROBERT H. O'BRIEN is leaving the executive vice presidency of ABC to return to the parent American Broadcasting-Paramount Theatres organization [CLOSED CIRCUIT, Oct. 4], it was announced last week.

AB-PT President Leonard H. Goldenson announced Tuesday that he had asked Mr. O'Brien "to return to the home office" and that in the future he will "devote all of his time and efforts" to duties there in his role as AB-PT financial vice president.


MR. O'BRIEN

There was no indication that a successor would be appointed as ABC executive vice president.

In a separate move, meanwhile, Leslie G. Arries Sr. resigned as ABC director of television sports, a post he has held since June 1, 1953. His future plans were not announced. "Until further notice," it was reported, his duties will be handled by Thomas Velotta, vice president and administrative officer of ABC's news, special events and public affairs department.

Mr. O'Brien, who has been on vacation, was installed as ABC executive vice president —No. 1 man under President Robert E. Kintner—coincidentally with the merger of United Paramount theatres and ABC in February 1953. He had been secretary-treasurer of UPT, and continued as AB-PT financial vice president concurrently with his service as ABC executive vice president.

MR. ARRIES

The AB-PT announcement, in explaining Mr. O'Brien's reassignment to the home office at 1501 Broadway, New York, said "Mr. Goldenson stated that developments within the company make it desirable to have Mr. O'Brien free of other requirements to concentrate on his duties as financial vice president of AB-PT and to share part of the increased load on executives in the home office. Hereafter Mr. O'Brien will devote all of his time and effort to these duties."

Mr. Arries, leaving the ABC tv sports directorship, was director of sports and special events for the DuMont tv network before joining ABC in 1953. Before that, he had been general manager of DuMont's WTTG (TV) Washington for some three years, and for seven years served as manager of DuMont's Washington office.

Ike Salutes MBS

PRESIDENT EISENHOWER has wired congratulations to MBS on its 20th anniversary. In his message, sent to MBS President Thomas F. O'Neil, conveying greetings to both the network and the "thousands of men and women who work in the many stations affiliated with it," Mr. Eisenhower said: "They have my best wishes for continued success in an area so important to the enduring strength and vitality of our Republic."

DRYS BUY TIME ON NBC RADIO

Dr. Sam Morris, famed temperance leader, to use Nov. 7 Sunday night half-hour for Dallas-originated address.

THE so-called evils of drink are scheduled to be deplored in a nationwide network broadcast next month, bought, and paid for in advance, by one of the most vocal prohibitionists in the U. S.

The broadcast—in the choice 7-7:30 p.m. EST time period—will be on more than 70 NBC Radio stations Sunday, Nov. 7. It is believed to be the first such program sold by a network to a sponsor to present the temperance viewpoint.

Purchaser of the program, and the scheduled speaker on it, is Dr. Sam Morris, who billed himself as "The Booze Buster" and "The Voice of Temperance" on lecture tours in the South and Midwest.

As of last Thursday, all the program lacked to be final was continuity acceptance, the usual network practice for any broadcast bordering on the political or controversial. It was said that unless the script, now in the hands of NBC's continuity department, contained a solicitation for funds or delved into religious controversy, it would clear without trouble, and that no such holdup was expected.

Dr. Morris bought the time from NBC Radio through MacDonald Adv., Des Moines, on a one-time basis and at standard rates, network spokesmen said. The purchase included the basic or primary network plus supplemental stations in the Mountain and Pacific time zones.

Gross time cost, according to rough estimates computed from NBC radio's standard rates, would be about $10,640, with the final total varying as to the actual number of stations finally carry the program.

Significantly, the purchase comes at a time when broadcasters, as well as breweries, distilleries and wine companies, have been under fire from Capitol Hill for beer and wine programming on the air.

Dr. Morris, himself, has been a controversial figure. He testified last spring before both the full House Interstate & Foreign Commerce Committee and a Senate Interstate & Foreign Commerce Subcommittee (business & consumer interests) when the congressional groups held hearings on bills to outlaw interstate alcoholic beverage advertising.

At that time, Dr. Morris complained to the committees that he had no luck in buying time from any of the radio networks. The committees, in turn, asked Dr. Morris if he had

Ever look at your house this way?

Your electric company does!

1940—This was your house, measured by the amount of electricity you used before World War II.

1947—You used twice as much electricity. So your house seemed twice as big to your electric company.

Today—You use a lot more electricity—three times as much as in 1940! And all the while you were finding new ways to use electricity for better living, *its price was coming down.*

1960—You'll use about four times the electricity you used in 1940. Your electric company already is investing millions of dollars to have it ready.

This means that the electric light and power companies of America are planning and building well ahead for the nation's growing electric future. Their $10 billion expansion program is the largest in *all* industrial history. America's business-managed electric companies prove daily that they can meet the country's electric needs. In view of this, you have the right to ask whether *any* federal government electric power projects—paid for with your tax money—are really necessary. *America's Electric Light and Power Companies**.

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

made any recent inquiries to the networks. Sen. William A. Purtell, chairman of the Commerce subcommittee, urged Dr. Morris to try it again.

It was learned that Dr. Morris sent a telegram to NBC Radio early in the summer (following the late June hearings of the Purtell subcommittee) asking for paid time. Upon receipt of his wire, the network sent him its rates.

Dr. Morris, a Baptist minister, has conducted a radio program, *The Voice of Temperance*, on various stations in the U. S. and in Mexico. He also is president of the Preferred Risk Mutual Insurance Co. of Des Moines, which writes auto insurance exclusively for non-drinkers.

During the House hearing, congressmen said they would question representatives of the broadcasting industry closely on the subject of requests for broadcast time [B•T, May 24].

Dr. Morris had testified he had lost a complaint before the FCC against two 50-kw stations (WHAS Louisville and KRLD Dallas) whose license renewals he contested. He asserted he had offered CBS up to $10,000 for choice evening air time and had been refused. He had then said NBC and a number of stations also refused him paid time. He said networks and stations had in the past permitted him sustaining time but that the show was programmed after midnight.

Dr. Morris also had been in litigation with CBS in 1946 but the suit never came to court. In the charge, Dr. Morris alleged "unjust discrimination" on the basis the network sold time to wine and beer clients but not to drys.

An NBC spokesman said that Dr. Morris frequently had approached the various networks for free time but that he could not recall the temperance representative ever asking NBC for paid time until this year.

Other radio networks last week reported they had not been sounded out by Dr. Morris for paid broadcast time.

Dr. Morris' advance script, it was understood, takes to task the evils of drinking alcoholic beverages since Biblical times. Earlier reports, that the program would feature "singing of hymns" and "sermons" were spiked by NBC Thursday. A network spokesman said the program would be a talk only, and probably would originate in Dallas.

The New Calls

NBC's new station call letters in New York were to be ushered in late last night (Sunday) with a special 45-minute program, *Stand by for WRCA*, presented over WNBC New York from 11:15 p.m.-12 midnight under the sponsorship of Bruno-N. Y., radio and tv set distributor. The program, highlighting the change in call letters from WNBC to WRCA and from WNBT (TV) to WRCA-TV, was to feature various personalities from the two stations. Additionally, Bruno-N. Y. purchased the first spot announcement on the newly named WRCA-TV, scheduled to be carried immediately after midnight. The agency for the advertiser is Daniel & Charles, New York. In a tribute to the shift in call letter, New York-owned WNYC was set to mention the change-over on all its news shows yesterday. At midnight, similar changes in call letters were to go in effect for NBC television outlets in Los Angeles — from KNBH (TV) to KRCA (TV) — and in Washington — from WNBW (TV) to WRC-TV.

EVANS REPORTED OUT AS NBC-TV AD HEAD

JACOB EVANS was reported last week to be leaving the post of director of national advertising and promotion for NBC-TV. Network spokesmen would say only that he was on a "two or three-month leave of absence," but other authoritative sources insisted he had resigned. Telephone callers to his home were told he was in either Cuba or Haiti late last week. In his absence, NBC spokesmen said, his responsibilities were being supervised by Kenneth W. Bilby, recently appointed vice president for public relations, whose authority encompasses advertising and promotion along with press and research activities.

MR. EVANS

NBC Appoints Wood, Juster, McAndrew

THREE new appointments in NBC's news and public affairs orbit were announced last week by Davidson Taylor, NBC vice president in charge of public affairs.

William R. McAndrew, formerly manager of NBC news and special events, was named director of NBC news.

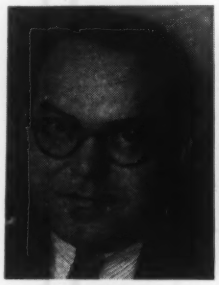
MR. McANDREW

Eugene E. Juster, formerly in charge of news film operations, was made manager of NBC news films.

Barry Wood, NBC executive producer in charge of color tv, was named director of special events for NBC-TV and NBC Radio.

Mr. Juster, along with Joseph Meyers, manager of the network's central desk, and Leonard Allen, NBC-TV news editor, will report to Mr. McAndrew, who is addition to guiding news and news film operations, will continue supervision of special events such as elections, political conventions and presidential inaugurations.

Mr. Wood will produce special events and broadcasts for the network, including the production of the Nov. 2 election broadcast which will be supervised by Mr. McAndrew, and sports events, under Tom Gallery, NBC's director of sports. Mr. Wood will continue to coordinate all of the network's color tv.



MR. JUSTER

MR. WOOD

At the same time, Mr. Taylor said Arch Robb, director of administration in charge of color tv, will add the duties of manager of special events under Mr. Wood.

Mr. McAndrew, a former newspaperman, joined NBC in 1936 as assistant news editor for the network's stations in Washington, D. C., reported the national political conventions in Chicago and Philadelphia, left NBC from 1940 through 1943 and returned as WRC Washington newsroom manager in 1944, becoming three years later assistant to NBC vice president Frank M. Russell in Washington. In 1949, Mr. McAndrew was promoted to supervisor of NBC's Washington stations, later named manager and in 1951 became manager of NBC-TV's news with headquarters in New York.

Mr. Wood, former singing star of the Lucky Strike *Hit Parade* and producer of the *Kate Smith Show*, took charge of NBC-TV's color operations a year ago.

Musical Cooperation

FURTHER example of inter-network cooperation was noted in Hollywood last week, where Marion Russell, sales manager, ABC Radio Western Div., and Elaine Forbes, an NBC Radio executive secretary, jointly wrote words and music to a novelty tune, "Blow a Kiss Instead of Your Top." When KABC Hollywood personalities Art and Dotty Todd played the number on their program, the station reports response was so favorable that the part-time song writers, friends for years, cut audition transcriptions from the program tape for several interested song publishers.

Knode Made Director of NBC Station Relations

PROMOTION of Thomas E. Knode from manager of station relations to director of station relations for NBC was announced by the network last week [CLOSED CIRCUIT, June 14]. He will continue to report to Harry Bannister, NBC vice president in charge of station relations.

MR. KNODE

Mr. Knode fills a vacancy that was created when Sheldon B. Hickox was named to the newly-established post of director of station relations for NBC Pacific Division [B•T, June 14].

He began his association with NBC as a news editor in Washington in 1938 following three days of service with the UP as reporter and radio news editor. He was named director of the Washington NBC news department in 1940 and supervised special events and news programs there during the early stages of World War II.

Following service with the U. S. Army in 1942-43, Mr. Knode returned to NBC and was appointed manager of the Washington press department. In 1945 he became assistant manager of NBC's New York press department and two years later was elevated to director. Mr. Knode was promoted to administrative assistant to the director of NBC tv operations in 1948 and to manager of station relations in 1952.

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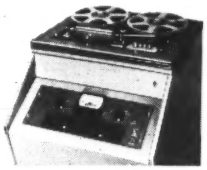
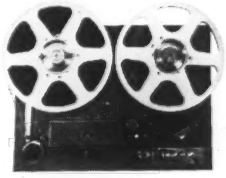


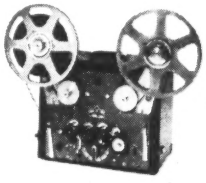
NEW PRESTO SR-11

Complete studio console tape recorder. Never before so much quality, operational ease and value at such a modest price. Embodies the famous PRESTO R-11 tape mechanism, matching amplifier – power supply in sturdy well-designed console cabinet. Three motors for complete flexibility; 15" and 7½" per sec. speeds.



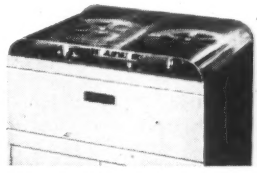
PRESTO R-11

A tape recording mechanism of truly modern design in engineering and operation. Mechanism includes three-head assembly, solenoid operated brakes and employs the exclusive Capstan drive unit. Tape reels mounted directly on heavy-duty torque motors.



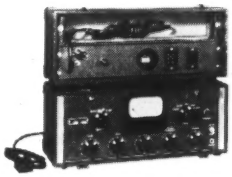
PRESTO R-7

Rugged, portable tape recorder with separate recording, reproduction, and erasing heads. Built around a sturdy, three-motor drive eliminating friction clutch, the RC-7 contains the same high-quality components found in PRESTO'S fine studio equipment. Heavy-duty construction throughout.



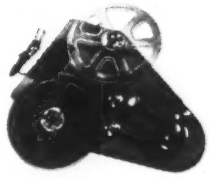
PRESTO PB-17A

Reliable, long-playing tape reproducing mechanism. Automatically reversible for continuous playback for background music in eight hour cycles. Frequency response uniform from 50 to 8000 cps. Tape speed: 3¾" per sec. Reels up to 14" diam. (4800' of tape) with dual track.



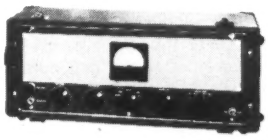
PRESTO 900-A

Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply; three-microphone input, 250 ohm low level mixer; illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.



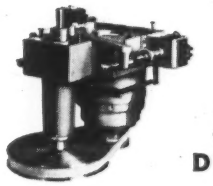
PRESTO TL-10

Turntable-driven tape reproducer. Unique, low-cost unit that adapts any 16" turntable for reproduction of tape at 7½"/sec. or 15"/sec. with exceptional accuracy. No pre-amplifier required; plugs into standard studio speed input equipment.



PRESTO A-920

More compact than the 900-A. In carrying case or for rack mounting. Consists of microphone preamp, a reproduce preamp, power amplifier and power supply – all on a common chassis. Two small speakers mounted behind front panel for playback. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



PRESTO CDR-200 CAPSTAN DRIVE UNIT

Heart of all Presto tape recorders and reproducers. Motor, capstan and flywheel, pressure pulley and pressure pulley solenoid are mounted on independent cast aluminum chassis. Positive, very quiet tape drive with minimum of parts.

Behind every piece of tape equipment are these PRESTO "extras"— painstaking craftsmanship, years of experience... quality control...and advanced production facilities that guarantee instruments of absolute precision and lifelong dependability.

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Please send full information and prices on the following Presto tape equipment:

☐ SR-11 Tape Recorder ☐ PB-17A Tape Recorder
☐ R-11 Tape Transport ☐ TL-10 Tape Reproducer
☐ R-7 Tape Recorder ☐ A-920 Tape Amplifier
☐ 900-A Tape Amplifier ☐ CDR-200 Capstan Drive

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Holden Joins CBS-TV In West Coast Production

CHARLES HOLDEN, who resigned recently as assistant national director of tv programming for ABC [B•T, Sept. 27], has joined CBS Television as West Coast production manager, according to Hubbell Robinson Jr., vice president in charge of network programs for CBS-TV.

Mr. Holden will spend a month in New York to study CBS-TV's operations before taking up his new assignment. He will report directly to Harry Ackerman, vice president in charge of network programs, Hollywood.

Mr. Holden left CBS, where he was the network's first tv production manager, in 1948 to move to ABC when the network's WJZ-TV (now WABC-TV) New York began operation.

Roosevelt Defers Action In Complaint Against NBC

WHAT ACTION James Roosevelt, son of the late president and a California congressional candidate in the current election, will take on his verbal complaint that an NBC Radio *Barometer* program distorted an informal "man-on-the-street" poll conducted in Hollywood by the network, to give the impression that he had little support in his campaign, must await actual receipt of a reply from NBC Vice President Davidson Taylor in New York, Mr. Roosevelt told B•T last week.

Mr. Taylor, in charge of special programs, admitted through NBC Hollywood that of 12 recorded interviews, Mr. Roosevelt had received support in six, opposition in five, and that the last was undecided. However, because of "some portions of the tape not being of broadcast quality," only six interviews were used on the program, including the five against Mr. Roosevelt and only one in his support, Mr. Taylor stated.

CBS Radio Shows Third Color Promotional Film

THE THIRD color promotional film produced by CBS Radio, with animation by United Productions of America, was previewed by the Hollywood trade press last week.

Titled "Tune in Tomorrow," it is designed to show how U. S. economy can grow over the next five years, and to show the part advertising and radio can play in this growth.

JOHN WEST (c), NBC vice president in charge of the Pacific Coast Div., congratulates the two NBC Spot Sales executives with the best sales records for the second quarter of 1954. Recipients of the silver cups are William Doty Edouarde (l), Los Angeles, and George Feurst, S. F.

Second Act—First Aria

IT's going to be Mario Lanza singing "live" the next time, according to CBS-TV. The network announced last week that Mr. Lanza will sing "live" on the next Chrysler-sponsored *Shower of Stars* color production on Oct. 28, 8.30-9:30 p.m. EST. Mr. Lanza's television debut on the first of *Shower of Stars* program on Sept. 30 caused nationwide attention when CBS-TV, under questioning, revealed that the singer had mouthed words to recordings made two years ago [B•T, Oct. 11]. The *Shower of Stars* program on Oct. 28 will feature Edgar Bergen and Charlie McCarthy, Sheree North and Gene Nelson appearing in a musical revue based on the Broadway production, *Lend An Ear*.

Color 'Snowballing,' Sarnoff Tells Admen

NBC executive vice president addresses Detroit Adcraft Club, says early entry into color tv will pay off.

ADVERTISERS who get into color television early "will almost automatically inherit a position of leadership," Robert W. Sarnoff, NBC executive vice president, told the Detroit Adcraft Club at a luncheon meeting last Friday.

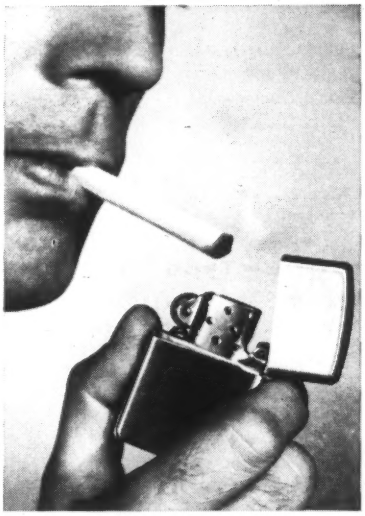
Color tv, he said, is snowballing "so many times faster" than black-and-white did in its early days that "clients moving in now will top their competition in both the short and the long runs." Clients who wait for mass circulation "will have missed the boat," he admonished, emphasizing that "the time to go into color television is now."

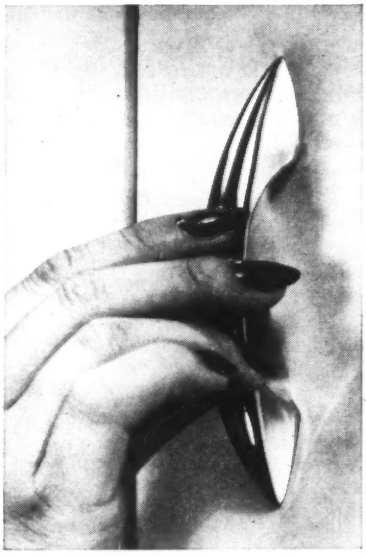
Mr. Sarnoff commended the auto industry and its agencies for being "among the first to grasp the potential of color television as a sales tool," and noted that color tv also does "an eye-popping job" for another major Michigan industry, food packaging. It is brand recognition, he noted, that makes a housewife reach for one brand instead of another—"and this recognition comes with tremendous impact through exposure of the package in its natural colors on color television."

Reviewing the history of RCA-NBC development of color tv at a joint cost of $50 million, Mr. Sarnoff took a look also at the cost of color tv to the advertiser—a cost he placed at 2% to 15% more than black-and-white, as against "the premium of approximately 35% for going into color in magazine advertisements."

Although "we aren't certain yet" exactly how much greater will be the cost of color than black-and-white, he said, "our experience indicates that the additional cost of converting a program to color ranges between 10 and 25% of total program budget, depending upon the type of show. In addition, there is a nominal charge for networking color. These additional costs when related to total budget—that is, to both program and time costs—represent an average for color ranging from as low as 2% to a high of 15%, or an average not exceeding 10% overall."

Mr. Sarnoff said the extra money needed for color tv "possibly" will be derived at the expense of advertising in other media, but that "we think the money will come from a streamlining of the entire distribution process. . . . Color television . . . will move more goods





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To manufacturers, Formbrite means savings in production costs as it can be polished *in as little as half the time* it takes to polish ordinary drawing brass. In addition, Formbrite costs no more . . . yet is stronger, stiffer, "springier" — qualities which are important in stamped or drawn products.

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Formbrite is the result of special rolling and annealing processes which produce a superfine grain structure in the brass. It's another good example of the way Anaconda is working to serve American industry.

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Among the many leading electrical manufacturers that distribute their products via Graybar, Altec-Lansing is outstanding in the field of audio products for the broadcasting and TV industry. Shown here are four models of microphones from the complete Altec line, one or more of which should meet your particular application requirements. For more detailed information, contact your nearby Graybar Representative.

ALTEC DYNAMIC MICROPHONE—Type 660A—660B

Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 5/8"x 27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 15,000 cycles
POWER OUTPUT LEVEL:	57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 10,000 ohms
DIMENSIONS:	4" long — 1 11/16" diameter
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.

ALTEC CARDIOID MICROPHONE—Type 670

Ideal for broadcast or public address, this cardioid microphone with ribbon and pressure elements provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms.
DIMENSIONS:	7½"x3⅜"x 2½"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

ALTEC "LIPSTIK" MICROPHONE—Type M20

For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers or TV sets.

FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3⅛" long — 0.6" diameter
FINISH:	grey enamel and bright steel
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A

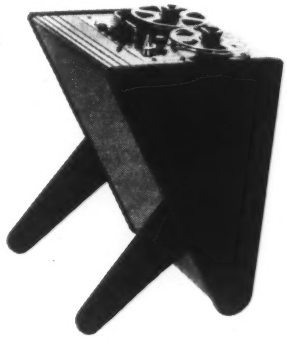
This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms.
DIMENSIONS:	4½"x 3⅜"x 2½"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

467-110

IN OVER 110 PRINCIPAL CITIES

. . or everything electrical to keep you on the air
. . a convenient, single source of supply

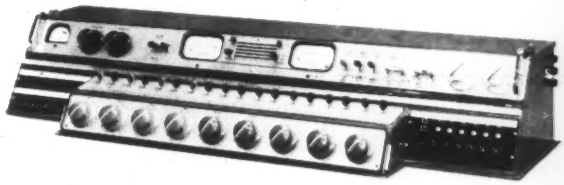


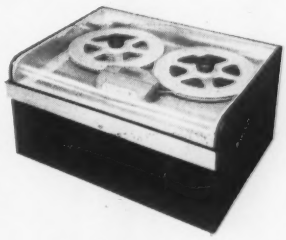
In selecting a microphone to meet your present needs or in planning a complex broadcasting installation . . . assistance from Graybar is as close as your phone.

For whether your problem is to *stay* on the air or to *get* on the air — Graybar Broadcasting Equipment Specialists will work with you or your consulting engineers to develop and expedite a practical solution.

This Graybar service extends far beyond the selection and "on-time" delivery of the basic broadcasting units you may require. Graybar distributes a complete line of supplies for studio and remote installations, which includes wiring, ventilating and communication systems. And in each category you can depend on the friendly assistance of your local Graybar Representative.

Check the listing below for the Graybar Broadcasting Equipment Specialist nearest you. Whenever a problem arises . . . call on Graybar first to get everything electrical you need — when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.





Everything Electrical to keep you on the Air!

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Specialists are located in the following 22 cities.

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers
— Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunications Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting
— Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

CALL GRAYBAR FIRST FOR

GraybaR Everything Electrical

CAKE-CUTTING ceremony at Toots Shor's restaurant in New York, marking the start of Jackie Gleason's third season on CBS-TV, is participated in by (l to r): Merle S. Jones, vice president, CBS o&o television stations and general services; Alfred Coughlin, producer on Schick account for Kudner Agency; William H. Hylan, vice president, CBS-TV sales; Harry Ommerle, CBS-TV program director; Mr. Gleason; Bill Templeton, Bryan Houston Inc. (Nestle Co.); Myron P. Kirk, Kudner radio-tv vice president.

without increasing the overall marketing costs to the manufacturer."

Color's increased costs do mean that fewer advertisers can afford it, the NBC executive said, asserting that the "magazine concept," by which NBC-TV is attracting small as well as large advertisers into black-and-white television, will operate similarly in color. The principle of enabling advertisers to buy small as well as large tv "space," he said, "has brought us more advertisers than are to be found on any other network." He said that in 1953 NBC-TV had 165 advertisers as compared to 95 on CBS-TV, and in 1954 has brought into television 25 new advertisers as against 12 by CBS-TV. NBC-TV's 1953 list, he said, included 18 advertisers who spent less than $100,000 in all media.

Mr. Sarnoff saw "no doubt" that tv's share of the national advertising budget will "zoom" as color becomes a greater factor. Where television's share of all-media advertising was 7% in 1952, he noted that NBC researchers figure it will be "no less than 20% by 1956 [B•T, Aug. 2]." "Out of a total of more than $9.7 billion," he said, "television's total will be $1.9 billion. Both of these figures are all-time highs."

He continued:

"These estimates are based on our firm belief that our economy will continue its upward spiral. They also reflect our conviction that color television itself will be a contributing factor to this advance. We feel that color television, with its powerful sales potential, will itself spur the American economy to a new high over the next few years. We believe that color television will be the most potent catalyst in the history of American merchandising."

A BIG GUN FOR BIG GAME!
If you're hunting sales in the big Western Market, you're going to need the "big gun"—KOA—the single signal that GETS where Westerners GO—on all of those 52 weekends a year when our ideal climate lures them out-of-doors!
Sell These Prospects!
• The people in 1,854,200 automobiles, with radios!
• The 10 to 30% more people listening to out-of-home radios on weekends!
• The 25% more people-per-set listening to home radios on weekends!
• The people in 302 counties in 12 states covered by the "single station network"!
ON THESE PROGRAMS
DOUBLE PLAY
Saturdays and Sundays, 1 to 5 p.m.
—boosted at the weekend driver!
There's music, highway traffic reports, and easy-listening featuring two top KOA personalities in each hour-long segment.
BIG TOP
Sundays, 7 to 9 p.m. A unique, lively show with an exciting circus motif and four big KOA personalities to entertain and sell for you!
KOA
DENVER
Covers The West. Best!
Westerners are on the go—with radio • Westerners go all the way—with KOA
Call Petry

'Jubilee of Light' Show To Be Seen on 325 Tvs

TO COMMEMORATE the 75th anniversary of the light bulb, the two-hour, four-network *Diamond Jubilee of Light* will be telecast next Sunday, 9-11 p.m. (EST), over 325 inter-connected CBS, NBC, ABC and DuMont tv stations. Described by motion picture producer David O. Selznick, making his tv debut, as "an entertainment tapestry woven around the theme of light," the program is sponsored by more than 300 electrical companies and organizations, coordinated through N. W. Ayer & Son.

The format has been called "the best kept secret in Hollywood," but the master script is by Ben Hecht. Incorporated into it are segments written by John Steinbeck, Arthur Gordon, Irwin Shaw, Max Schulman and Ray Bradbury. President Dwight D. Eisenhower will participate as will such stars as Helen Hayes, Joseph Cotten, Eddie Fisher, Judith Anderson, Guy Madison, Brandon de Wilde, Thomas Mitchell and Walter Brennan.

Associated with the telecast, to emanate live from CBS Television City, Hollywood, are former M-G-M producer Carey Wilson; composer-conductor Victor Young; directors William Wellman, King Vidor, Christian Nyby; art designer Firth Ullman, and Academy Award winning cinematographers James Wong Howe and Ray June.

UN Day Ceremony on NBC

UNITED NATIONS DAY celebration Oct. 24 will be simulcast live by NBC from the UN General Assembly in New York (2:30-3:30 p.m. EST), marking the ninth annual observance of the day. Speakers will include Dag Hammarskjold, secretary general of the UN; Dr. Eelco van Kleffens, president of the Ninth General Assembly, and New York's Mayor Robert Wagner. Music will be supplied by the Symphony of the Air (composed mostly of members of the former NBC Symphony Orchestra) directed by Charles Munch, conductor of the Boston Symphony, and by the Schola Cantorum directed by Hugh Ross. The UN's tv and radio department will produce the program.

NETWORK PEOPLE

Muriel Lilker, exploitation staff, ABC, to publicity dept., as magazine editor, succeeding **Nancy Hamburger,** who moves to Young & Rubicam, N. Y., in similar capacity.

Dan Scherer, assistant chief, Voice of America English Service, Washington, to radio-tv news staff, ABC New York.

Carrie McCord, radio-tv performer and fashion model, to *Home,* NBC-TV, as fashion editor.

William Conrad, star, CBS Radio *Gunsmoke,* assigned role in Allied Artists' feature film "Five Against the House."

Dr. Frances Horwich, conductor, *Ding Dong School,* NBC-TV, will discuss merchandising through tv before Women's Adv. Club of Chicago Oct. 19.

Robert Q. Lewis, personality, CBS Radio and CBS-TV, appointed chairman, New York Chapter, 1954 National Foundation for Muscular Dystrophy Fund Drive.

Alfred N. Paschall Jr., 37, co-producer, NBC-TV *This Is Your Life,* died Oct. 8.

HI-FI WARES DISPLAYED AT AUDIO FAIR IN N. Y.

Exhibition is held in conjunction with the sixth annual convention of the Audio Engineering Society.

THE RAPIDLY growing high fidelity industry exhibited the latest developments in hi-fi sound equipment at the sixth annual Audio Fair held at the Hotel New Yorker, starting last Thursday and ending yesterday (Sunday).

As is customary, the fair was held in conjunction with the sixth annual convention of the Audio Engineering Society. Based on advance registration, a spokesman for the fair estimated the event would draw about 30,000 viewers, including several thousand manufacturing delegates.

Four floors of the hotel were devoted to exhibits, with approximately 150 manufacturers displaying equipment designed to bring high-quality sound to the public by means of radio, tv and recording devices. Among the exhibitors were RCA, General Electric, Zenith, Stromberg-Carlson, Columbia Records, Reeves Soundcraft, Ampex, Audio Devices, Audio & Video Products Corp., Magnecord, Webster-Chicago.

WQXR New York, for the third straight year, was the only radio station represented at the Audio Fair. Its room featured the high fidelity music of the station, plus a display of photographs of station personalities and data about its coverage.

Thirty-odd papers were presented at Audio Engineering Society meetings, covering such topics as microphones, tape machines, tape media, records, pickups, and loudspeakers. Those delivering papers included:

John K. Hilliard and James J. Noble, Altec Lansing Corp.; L. M. Wigington and R. M. Carrell, RCA Electronic Products Div.; Harry F. Olson, John Preston and J. C. Bleazey, RCA Labs; Frank Radocy and Andreas Kramer, Audio Devices Inc.; A. M. Max, RCA Victor Record Div. and Alan Bloch and C. J. LeBel, Audio Instrument Co.

Newly-elected officers for 1954-55 of the Audio Engineering Society were introduced at a banquet Wednesday night. They are: A. A. Pulley, president; Col. R. H. Ranger, executive vice president; W. B. Mahoney, central vice president; R. F. Hastings, western vice president; C. J. LeBel, secretary, and R. A. Schlegel, treasurer.

RCA Has Two New Monitran Transmitters for Color Tv

TWO NEW TYPES of RCA monitran transmitters for color tv—monitrans are used for closed-circuit transmission of video and audio signals to tv receivers—were announced last Wednesday by RCA's Engineering Products Div.

A. R. Hopkins, manager of broadcast sales, said the new transmitter types are intended primarily for monitor service in broadcast studios and that they also can be applied to industrial, community antenna and other types of closed-circuit tv operations. The color tv monitran types can be used for black-and-white transmission as well. The types are TM-40, permitting selection of any channel from 2 to 13, and TM-41 which is delivered factory-tuned to a channel specified by the purchaser.

Raytheon Shows Phone System

RAYTHEON MFG. Co., Waltham, Mass., last Monday introduced a low-cost microwave communications system called TCR-12, which is designed to reach areas of the U. S. which currently do not have phone service. The new

Advertisement

From where I sit *by* Joe Marsh

Smitty's Not-So-Silent Partner

Dropped into Smitty's gas station one day last week and met his new partner who turned out to be a real talker.

"What'll it be?" asked Smitty. Before I had a chance to answer I heard a strange voice . . "Fill 'er up! Fill 'er up!" And there was Smitty's partner —one of those parakeets perched next to the gas pump.

"Took me a month," Smitty said, "but I finally taught him to say those magic words. It's sure paid off in new business—he's had a good influence on my customers."

From where I sit, Smitty's bird may be good for business—and may get him a few laughs. But when people *act like parakeets, they're not so funny. For instance, those who keep insisting over and over again that their neighbors shouldn't have a glass of temperate beer with their supper now and then. They're simply repeating their own ideas, without any regard for the rights of others.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.
QUAD-CITIES
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

The
"RESULTS"
STATION
in Washington
WWDC
IN THE NATIONS CAPITAL
Sells Goods!
Represented Nationally by John Blair & Co.

equipment, which uses an electronic beam that carries voice messages across 50 miles without wires, was exhibited at the U. S. Independent Telephone Assn.'s annual convention at the Conrad Hilton Hotel in Chicago.

Sylvania Names Riordon To Head Set Manufacturing

APPOINTMENT of Howard E. Riordon as general manager of Sylvania Electric Products Inc.'s radio-tv set manufacturing division was announced Tuesday by Arthur L. Chapman, vice president of operations. Mr. Riordon succeeds John K. McDonough, who has resigned.

MR. RIORDON

Mr. Riordon joined Colonial Radio Corp. of Buffalo in 1931 as assistant treasurer, advancing five years later to secretary and controller. He came to Sylvania in 1944 when that company purchased Colonial. He was elected vice president in 1946. When Colonial in 1950 became the radio and television division of Sylvania, Mr. Riordon was made divisional general manufacturing manager. He was elected president in 1953 of a subsidiary, Sylvania Electric of Puerto Rico Inc. The radio-tv division has its headquarters plant in Buffalo and other plants in Williamsport, Pa., and High Point, N. C.

RCA Appliance Post Goes to John Craig

ELECTION of John W. Craig as vice president and general manager of the RCA Victor Home Appliance Div. of RCA was announced last week by Frank M. Folsom, president of RCA. The assignment is effective Nov. 1.

In his new post, Mr. Craig will supervise the RCA Estate Appliance Corp. and the RCA Air Conditioning Dept., reporting directly to Robert A. Seidel, executive vice president, Consumer Products, RCA.

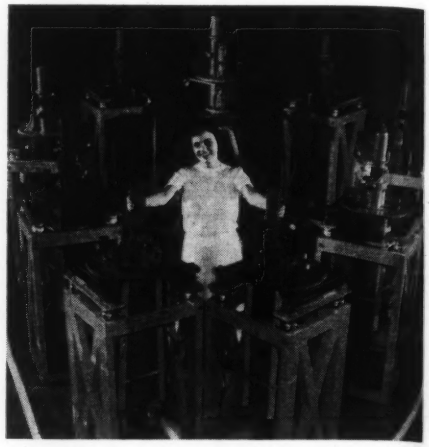
Since April 1953, Mr. Craig has been president, chief executive officer and a director of Aluminum Industries Inc., aluminum parts, castings and paints manufacturer.

Commerce Dept. Displays Progress in Electronics

COLOR tv equipment of Chromatic Television Labs, new Bell Telephone Labs transistors and other equipment are on display at an electronics exhibit in the Dept. of Commerce Bldg., in Washington. The display continues through Nov. 5.

DuMont Labs built its display around cathode ray tubes and recent uses. Chromatic shows an exploded version of its new 21-inch rectangular color tube along with color bar patterns on a round tube driven by a Hazeltine receiver. Other exhibitors are Standard Piezo Co., Research Corp. and Western Union Telegraph Co. Western Union's exhibit includes a high-speed facsimile transmitter in operation.

Secretary of Commerce Sinclair Weeks formally opened the exhibit Oct. 12, crediting the American patent system with assuring economic growth through encouragement of initiative.



HOLDING two of nine klystron transmitting tubes slated for eventual delivery to WILK-TV Wilkes Barre, Pa., is Ruth Greeley of General Electric's tube plant, Schenectady, N. Y. The tubes, each weighing over 200 lbs., will be sent to GE's Syracuse plant where they will be installed in the new 45 kw transmitter destined for "the first million-watt uhf tv station." Shipment to WILK-TV is expected later this year.

Transmitting Equipment

Station	Transmitter Power	Brand	Use
Allen B. DuMont Labs			
WATV (TV) Newark, N. J.	50 kw	tv (ch. 13)	----------
General Electric Co.			
KWWL-TV Waterloo, Iowa	20 kw	tv (ch. 7)	----------
WSYR-TV Syracuse, N. Y.	5 kw	tv (ch. 3)	----------
WDAK-TV Columbia, Ga.	12 kw	tv (ch. 28)	----------
KVOO-TV Tulsa, Okla.	35 kw	tv (ch. 2)	new station

OTHER EQUIPMENT: DuMont Labs also reported the following orders: complete color Multi-scanner and color film and slide equipment for WFMY-TV Greensboro, N. C. (ch. 2), and complete color Multi-scanner and slide equipment for Canadian Westinghouse at Brantford, Ont. DuMont's other shipments included five image orthicon camera chains and one complete monochrome Multi-scanner for both film and slide to Radio Tupi, Rio De Janeiro, Brazil. General Electric also reported shipments of a three-bay antenna to WBZ-TV Boston (ch. 4); 12-bay antenna to WLVA-TV Lynchburg, Va. (ch. 13); six-bay antenna to KELP-TV El Paso (ch. 13), and one-bay antenna to KVOO-TV Tulsa (ch. 2), and receipt of an order from the U. of Missouri's KOMU-TV Columbia (ch. 8) for a 20 kw amplifier.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"
WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
Contact Burn-Smith Co. for details.

MANUFACTURING PEOPLE

Dr. Wayne B. Nottingham, physical electronics professor, Massachusetts Institute of Technology, to Electronics Corp. of America, as vice president for research; **Dr. Raymond H. McFee,** formerly project director, Photoswitch Inc., Cambridge, Mass., to ECA as research director.

MR. KILLGORE

H. Scott Killgore, government sales director, Emerson Radio Co., N. Y., appointed government sales manager, National Co., Malden, Mass.

A. Raymond Bermond, advertising manager, radio div., Hallicrafters Co., Chicago, promoted to advertising manager of company, succeeding **John S. Mahoney,** who moves to Sheriff-Le-Valley Adv., same city, as account executive.

George F. Mahoney appointed advertising production manager, Motorola Inc., Chicago.

Frank Hickey, New York City area salesman, CBS-Hytron, Danvers, Mass., appointed mid-eastern district sales manager, headquartered in Pittsburgh.

Harold Avery, John P. Mathieu and **R. W. Herrick** appointed regional sales managers, Capehart-Farnsworth Co., Fort Wayne, Ind., in Charlotte, N. C., Memphis and Chicago, respectively.

MANUFACTURING SHORTS

RCA Tube Div., Harrison, N. J., has made available to tv set manufacturers 20 new types of series-string receiving tubes, employing 600-milliampere heaters designed to operate in single, series-connected electrical circuit and used in series directly across power-line supply, eliminating need of heater transformer, according to company.

CBS-Columbia, Long Island City, N. Y., has made available to distributors antenna designed to have broad bandwidth needed for color, which also delivers black-and-white signals in vhf and uhf and which offers average gain of approximately 7 db relative to resonant dipoles at uhf and approximately 3 db at vhf, according to company.

Winston Electronics Inc., Phila., announces Model 160 white-dot linearity generator, test instrument designed to produce white dot and bar patterns for use with color or monochrome tv receivers.

Raytheon Mfg. Co., Waltham, Mass., announces TCR-12 Telelink, communication microwave system engineered for one or two channel operation.

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces three all glass envelope type germanium diodes, Types OA71, OA73 and IN87G.

Eastern Precision Resistor Corp., Richmond Hill, N. Y., announces Trol-Lite, portable control panel for lights in tv studios, movie sets, theatres and auditoriums, consisting of 6 dimmer units with master mechanical interlock.

Hy-Lite Antennae Inc., N. Y., has available transparent "Patterntest," device to be placed

. . . and see why the
Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

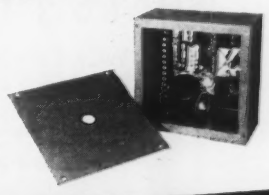
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust Type RI-108-5 Tower Lighting Unit

Like other Rust accessory units, RI-108-5 Tower Lighting Unit is complete and self contained. It offers an extra feature in that it not only meters lighting current but *controls* lights at the option of the operator. Its control feature can over-ride the time-clock or photocell for civil defense emergencies or other purposes. With Rust, there's "*an extra with every accessory*". Send for Brochure showing what you get when you buy the Rust System.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

over tv set screen when test pattern is on for correct line resolution and band width adjustment.

J. C. Warren Corp., Freeport, L. I., has available all-electric, self-contained-power portable magnetic tape recorder, "Warren 777-1," operating at 3.75"/second providing full hour recording or playing time on 5" reel of 600' standard quarter-inch width magnetic tape and full hour-and-half on 5" reel of 900' magnetic tape, according to company.

General Instrument Corp., Elizabeth, N. J., declared 12½ cents dividend payable Oct. 15 to stockholders of record Oct. 8.

Clough-Brengle Co., Chicago, announces Model 522 standard r.f. signal generator, covering frequency range from 32 kc to 70 mc in seven ranges with circuitry consisting of r.f. oscillator, modulating amplifier, v.t.v.m. attenuator, 400 cycle oscillator and power supply.

Clear Beam Antenna Corp., Canoga Park, Calif., has announced UF 40 Duo-Quad uhf radar antenna with four stack bow ties and cross polarized dipole fans and closely spaced all-aluminum reflector screen for positive ghost rejection, according to company.

Emerson Radio & Phonograph Corp., N. Y., has announced cash quarterly dividend of 10 cents per share and extra dividend of 5 cents per share on 1,935,667 shares outstanding which was payable Oct. 15 to stockholders of record Oct. 5.

United Technical Labs, Morristown, N. J., has placed on market new roll-up kit designed for wall-mounting of Klipzon test prods and self-holding points for radio-tv and laboratory circuit work.

Capehart-Farnsworth Co., Fort Wayne, Ind., is now producing and shipping 19-inch color tv receivers utilizing tri-color tube with 205 square inches of viewing area and incorporating Capehart polaroid picture filter.

G-D Mfg. Co., Palo Alto, Calif., announces TuB-LOK, device designed to "securely hold tubes in sockets and minimize the temperature rise that such components usually cause."

Electromec Inc., Burbank, Calif., has published brochure describing and introducing its new large screen oscilloscope.

Radio Shack Corp., Boston, announces publication of 1955 electronic parts mail-order catalog listing and illustrating 30,000 radio, tv and electronic products in 224 pages.

AFTRA GIVES NEW TERMS TO NETWORKS: 20% PAY HIKE, PENSION-WELFARE FUND

Current contract expires Nov. 15. Another demand centers around revamping of transcription contract.

AMERICAN Federation of Television and Radio Artists last week presented to the radio and television networks their new contract demands, including one for establishment of an industry-financed pension and welfare fund. Current contract expires on Nov. 15.

Industry spokesmen characterized overall demands of the union as "excessive" and said they plan to offer their evaluation of AFTRA's proposal, plus some conditions of their own, at a second meeting in New York today (Monday).

In opening contract negotiations last Monday, AFTRA asked the employers to pay 10% of the gross compensation due each radio and tv performer into a special fund. The pension and welfare fund would be administered by a board of trustees, consisting of an equal number of industry and union representatives.

The union also proposed a 20% across-the-board wage increase in both radio and television. In television the current scale for an actor speaking more than five lines in a 15-minute program is $79; in a half-hour show, $140.50, and in an hour show, $191. These fees include a fixed amount for rehearsal time and the union asked that the number of hours that television artists rehearse without compensation be decreased.

Drop Multiple Rate

Another demand by AFTRA in television was a proposal to eliminate the "multiple discount rate" that governs payment to actors appearing in across-the-board 15-minute shows. Currently, the one-time payment is $79 for a quarter-hour program, but under the "multiple discount rate" the networks can pay actors a total of $281 for the entire week. AFTRA asked that this formula be dropped and payment be made on a one-time basis, so that actors appearing five days a week would receive $395 weekly at the present scale, plus an additional 20% in accordance with the suggested increase. Commercial announcers, under AFTRA's new demands, would benefit in a manner similar to actors.

Another AFTRA demand centered around the revamping of the transcription contract. AFTRA asked for the adoption of a classification set-up similar to the one in force in tv under the Screen Actors Guild jurisdiction. Transcribed commercials to be used on a spot basis would be classified in three categories—"Class A," for those used in 21 or more cities; "Class B," six to 20 cities and "Class C," one to five cities. AFTRA demanded that "Class A" rate be increased by 200%; "Class B," 100% and "Class C," 20%. New York, Chicago and Los Angeles count as seven cities each.

AFTRA Opens Negotiations With Chicago Network O&O's

NEGOTIATIONS for new contracts covering members of the American Federation of Television & Radio Artists employed at network o&o and affiliated stations in Chicago were opened there last week.

Preliminary discussions on a proposed 20% wage boost in basic fees and the new welfare and pension plan were held with representatives of CBS's WBBM-AM-TV, NBC's WMAQ and WNBQ (TV), ABC's WBKB (TV), WGN-AM-TV and WLS. Talks resume this Tuesday.

Meanwhile, it was reported that AFTRA had filed an answer to WGN Inc.'s charge that it was "unwilling to negotiate [new contracts] in good faith with a sufficient period of time for honest negotiations" [B•T, Oct. 11]. The union categorically denied the accusation in a reply filed with Region 13 of the National Labor Relations Board. The dispute has been assigned to Field Examiner Richard Simon, who also is investigating a case involving WGN Inc. and the Radio-Television Directors Guild local of Chicago over an issue dealing with supervisory employes.

Clare, Flaherty Get Film Council Nominations

TWO candidates, Ralph Clare, business agent, Teamsters' Studio Local 399, and George Flaherty, Hollywod international representative, International Alliance of Theatrical and Stage Employes, have been nominated for the presidency of Hollywood Film Council. The council is composed of unions and guilds representing more than 24,000 employes in the tv film and motion picture industry.

The election will be held this week.

Other nominees, without opposition, are John Lehners, business agent, Film Editors Local 776, for vice president; incumbent Edwin T. Hill, secretary-treasurer, Property Craftsmen Local 44, for treasurer; incumbent H. O'Neil Shanks, executive secretary, Screen Extras Guild, for recording secretary; and Al Erickson, business agent, Laborers Local 727, Pat Somerset, assistant executive secretary, SAG, and Clayton Thomason, Scenic Artists Local 816, for trustees.

Radio-Tv Writers Explore Representation by ANG

MEETING of Hollywood radio-tv writers, to "explore their needs and feelings" toward affiliation with American Newspaper Guild (CIO) was called for last Thursday.

Joe Campo, ANG West Coast representative, told B•T that a request for assistance in organizing the radio-tv field had come from "several writers," but he could not identify any as former members of the now-defunct Television Writers of America.

On the agenda of the meeting, one of a series held in New York, Chicago and other major cities, was discussion of (1) effective representation, (2) ownership rights, (3) in-

THE LATEST WCKY STORY

WHAT'S THE WEATHER?

In the WCKY listening area, folks KNOW —because WCKY is their weather station.

Temperature and weather

Every hour on the hour

3 Complete Forecasts Daily

Direct from U. S. Weather Bureau

Get Next To The Weather on WCKY
ask us about weather adjacencies.

WCKY

creased script fees and (4) re-use fees.

In answer to the ANG effort to enter the entertainment field, F. Hugh Herbert, president, Writers Guild of America West, issued the following statement:

"I cannot believe the American Newspaper Guild has been given the proper facts in this situation. Otherwise, as a responsible organization, they would not have intervened in a field which has known enough disruption. Two years ago we concluded a history-making contract with the networks, establishing precedental terms for live tv writers. The certification petition filed by the late TWA, on the eve of signing of this live tv contract, resulted in nothing but chaos, delay and loss—of residuals for writers and of dues spent on an unnecessary jurisdictional warfare. . . ."

"With 122 film tv contracts, WGA is obviously well established in this field and eager to put the support of its 2,000 members behind negotiations for a live tv contract."

". . . I know as responsible an organization as the American Newspaper Guild would not be guilty of 'raiding' and I can therefore only assume they have been led down the garden path by those same dissidents who have for two years played an unsuccessful divide-and-conquer game and prevented an equitable tv contract with the networks.

"I am certain that when the facts are explained to the responsible leaders of ANG, as is now being done all over the country, the men whose strike we supported and toward whom we have always had the friendliest feelings will realize there is no 'vacuum in the field' as they have been led to believe. . . ."

Meanwhile, WGAW spokesmen in Hollywood said several of their members planned to attend last Thursday's meeting to "explain the situation" to ANG.

KEAR Files Brief With FCC

ALLEGATIONS concerning circumstances of the labor strike at KEAR San Mateo-San Francisco were submitted to FCC last week by S. A. Cisler, president of the good music outlet. KEAR has denied it refuses to bargain with American Federation of Television & Radio Artists and National Assn. of Broadcast Engineers & Technicians, but stated it will not negotiate with both unions jointly as sought [B•T, Oct. 11].

Mr. Cisler told FCC the unions are trying to make KEAR an "example" for the area. He also announced Tuesday that striking employes have been notified to return to their jobs or be dropped permanently from the staff. The strike began Oct. 5. Mr. Cisler said the station was off the air a few hours that day.

NLRB Executive Supports KBLA Union Certification

CHARGES that Broadcasting-Recording Engineers Local 45, International Brotherhood of Electrical Workers, Hollywood, obtained the right to represent employes of KBLA Burbank by "fraud" during a 1953 National Labor Relations Board election at the station were declared not valid by George Yager, acting NLRB regional director, after investigation.

The station had asked that IBEW be decertified as bargaining agency because of alleged balloting irregularities and the threatened use of a purported union "blacklist" during the vote.

Mr. Yager announced both sides have 10 days to file exceptions to his findings submitted Oct. 7. Station executives told B•T they "definitely" would submit a brief to NLRB in Washington.

Fetzer Employes' Bid Denied

PETITION of NABET (CIO) for separation of WKZO-AM-TV Kalamazoo, Mich., technicians into a separate bargaining unit excluding employes of WJEF Grand Rapids, both owned by Fetzer Broadcasting Co., was denied Saturday by the National Labor Relations Board. The board upheld a finding of its hearing officer. NLRB found that the stations in the two cities are part of an integrated operation. Since 1946 technicians at the Fetzer stations in the two cities have bargained as a unit.

PERSONNEL RELATIONS SHORTS

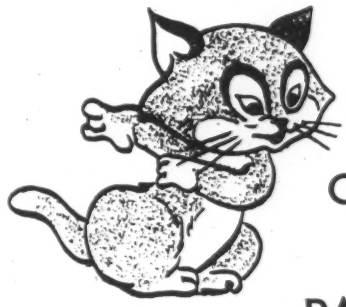
International Brotherhood of Electrical Workers, Local 45, Hollywood, Oct. 6 won National Labor Relations Board election for jurisdiction over 49 KTLA (TV) Hollywood engineering and production employes by receiving more votes than International Alliance of Theatrical Stage Employes & Moving Picture Operators, same city, and National Assn. of Broadcast Employes & Technicians, that city.

Songwriters Protective Assn. has opened West Coast offices at 6272 Sunset Blvd., Hollywood, with Ben Oakland as chairman of West Coast committee and Mrs. Terry Granson as office manager.

PERSONNEL RELATIONS PEOPLE

James S. Thomson, assistant business manager, International Sound Technicians Local 695, International Alliance of Theatrical Stage Employes & Moving Picture Operators, Hollywood, appointed business manager, succeeding **Dolph Thomas,** who moves to Warner Bros. Pictures Inc., Burbank, Calif., as sound mixer.

Norman Siegel, public relations director, Screen Directors Guild of America Inc., Hollywood, appointed to general committee, Royal Command film show, London, England, Nov. 15.



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CAT WHISKERS
TO
RABBIT EARS
IN
WMBV
GREEN BAY PACKERLAND

In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389
MILWAUKEE Phone WOodruff 4-3587

National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston

Alabama Educ. Tv Unit Wins Birmingham Ch. 10

PERMIT for a new noncommercial educational tv station on reserved ch. 10 at Birmingham was granted by FCC last week to the Alabama Educational Television Commission. It is the 33d educational tv grant to be made since lifting of the freeze and reservation of channels. Effective radiated power for the new station will be 30.9 kw visual and 18.6 kw aural with antenna height above average terrain 530 ft. Technical equipment and physical plant for the new station is being furnished by ch. 6 WBRC-TV there, a George B. Storer outlet.

Junior Leagues Assn. Holds Radio-Tv Workshop in Boston

RADIO-TELEVISION workshop, sponsored by the Assn. of Junior Leagues of America Inc., was held in Boston last Thursday and Friday, with managers and producers of radio and tv stations in that city and faculty members of Boston U.'s School of Public Relations and Communications serving as panel speakers.

The workshop was planned to help the Junior Leagues cooperate more effectively with their local stations. Sessions were held at WBZ-TV Boston and at the Lincolnshire Hotel. Miss Luella Hoskins, consultant on radio-television for the association, served as coordinator and technical advisor for the workshop.

Participants included W. C. Swartley, general manager of WBZ-TV; Leo Martin, director of Division of Communication Arts, Boston U.; Parker Wheatley, general manager, WGBH; Harvey Struthers, general manager, WEEI; Dr. Milan Barnes, chairman, tv department, Boston U.; Dr. Nathan Maccoby, chairman, Opinion-Attitude Research Division, Boston U.; William B. McGrath, managing director; WHDH, and Frederic Bailey, manager of WTAO-TV Cambridge.

Also, James Kontoleon and George Sloan, faculty of Boston U.; Marjorie Millis, W. Lawrence Baker and Louise Morgan, WNAC; Heloise P. Broeg, WEEI and president of the New England chapter, American Women in Radio and Television; Christine Evans, WHDH, and representatives of WNAC.

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COIL AND HAMMER SPRINGS
UNCONDITIONALLY GUARANTEED FOR LIFE!
Exclusive Minerva Coil Springs prevent failures from friction or wear. Independent Hammer Spring Mechanism insures prefect fly-back to Zero every time!
TIMES FILM FOOTAGE EXACTLY! Dial scaled to 90 and 36 ft.-per-minute register for 35 and 16 mm. films. Small hand records up to ½ 30 minutes; long hand completes revolution in 60 seconds.
ACCURACY OF 7 — JEWEL NON-MAGNETIC MOVEMENT CERTIFIED BY WESTERN ELECTRIC ELECTRONIC TIMER.
regularly at work in CBS, NBC and ABC Network Studios, as well as affiliates and independents throughout the country. New Color Catalog Now Ready—Write Today!
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STOP-WATCH REPAIRS and SERVICING
All makes—prompt service
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N.C.U. Broadcast Enrollment Doubles 1953 Registration

U. OF NORTH CAROLINA, Chapel Hill, announces a fall enrollment double that of 1953 for its Dept. of Radio, Television & Motion Pictures. This department was formerly the Dept. of Radio. Coincident with the department name change last April the administrative board of the graduate school also approved the Master of Arts in Communication degree, which will require at least three and possibly four semesters beyond the BA degree in this field. Of the 128 students attending classes in the department, 83 are undergraduate majors or graduate students seeking special certificates or the MA degree in mass communication media, according to Earl Wynn, chairman of the department and director of the Communication Center at the university.

WBZ-AM-TV Presents Fellowship at Boston U.

WBZ-AM-TV Boston last week presented a $1,000 fellowship for one academic year to the Boston U. School of Public Relations & Communications. Money for the fellowship was presented to the Westinghouse Broadcasting Co. stations by the Alfred I. duPont Awards Foundation for "meritorious service to the American people." The fellowship will provide training in radio-tv to a man who is seeking an administrative career in the field of communications. W. C. Swartley, WBZ-TV general manager, and Paul E. Mills, general manager of WBZ-WBZA Boston-Springfield, made the presentation to the school.

EDUCATION PEOPLE

Sidney Solow, vice president and general manager, Consolidated Film Laboratories Inc., Hollywood, adds duties as instructor, Southern California U. photography and laboratory practice theory course.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., has acquired lease on new building, consisting of five studios covering 6,000 ft., in Hollywood.

Cambridge School of Radio Broadcasting, Boston, will occupy new quarters effective Nov. 1 at 489 Boylston St.

Close Harmony

WINNING CONTESTANTS of a city-wide Red Feather Trio contest on WBZ-TV Boston, will be presented to the public over all the city's radio and tv stations in a united drive to put the Community Chest "over the top." The trio will sing many renditions of the campaign theme song during the month-long drive.

Music-Chest

WKNB-TV New Britain, Conn., recently donated air time to two civic campaigns being conducted in its area. Station personalities appeared on an hour-long show with the mayor and community chest officials as the kickoff to the local chest drive. Earlier a program of violin and piano selections had been presented as the initial phase of the 1954 subscription campaign of the Hartford Symphony Orchestra.

Social Security

WIP Philadelphia, realizing that changes in the social security law were not completely understood by the public, broadcast a transcribed report on the new legislation. The program, "You and Social Security," featured the district office manager and the field representative from the local social security office with Sam Serota, WIP special events director, acting as moderator.

Mobile Campaign in Scranton

IN SUPPORT of the United Community Chest drive currently in progress, WQAN Scranton, Pa., has scheduled six special broadcasts in the campaign to originate from the station's mobile unit which is bedecked with "red feathers." The unit will cruise around Scranton and the Lackawanna Valley carrying announcer Bill Pierce and campaign workers who will participate in interviews on the value of the work done by the Community Chest.

Fire!

AT WOW-TV Omaha, Neb., "Uncle Tom" Chase, children's program personality, is con-

HENRY DUPRE (r), personality of WWL New Orleans, is awarded a plaque from the Young Mens Business Club of that city for his ". . . outstanding unselfish service to children." Clarence Dubois, president of the club, presents the award.

ducting a fire prevention slogan contest on his multi-weekly afternoon show. Prize is a miniature hook and ladder fire truck.

Palsy Slogan

AN OLDSMOBILE 88 sedan will be given away by WFIL-TV Philadelphia Tom Moorehead, audience participation show m.c., to the person submitting the slogan deemed most suitable for use in the Cerebral Palsy drive. The station plans to include the slogan in its telethon scheduled for November.

Community Problems

TRANSCRIPTIONS of nine KNX Hollywood *This Is Los Angeles* programs, recorded by public affairs director Dave Schowalter on specific community problems, have been presented to organizations involved, for their use as educational material. Among groups receiving transcriptions are Children's Hospital, Children's Adoption Society, Salvation Army, Union Rescue Mission and Resthaven.

Oscar Appearance

CELESTE HOLM, academy award winning movie star, was present at WJBK-TV Detroit, to spark a recruiting drive for workers to participate in the 1954 United Foundation Torch Drive. Miss Holm has been "barnstorming" for various charity drives and lending the prestige of her name to their campaigns.

Slogans Aired

YOUNGSTERS sending in winning entries to the "Safety Slogan Contest" conducted by Clare Cassidy, WTAG Worcester, Mass., folk singer, are rewarded with Burl Ives song books and an opportunity to recite their slogans or jingles on the air.

Combined Telethon

KGBT-TV Harlingen, Tex., originated a March of Dimes telethon which also was carried by KRGV-TV Weslaco, KRIO McAllen, KBOR Brownsville, KURV Edinburg, and KRGV Weslaco, all in Texas, plus XEO Matamoros and XEOR Reynosa, both in Mexico.

All-Out Blood Drive

"OPERATION BLOOD" by WFEA Manchester, N. H., which featured a week-long pre-donation campaign with announcers, engineers, office workers and salesmen of the station participating, plus hourly messages from Manchesterites who had received Red Cross blood in time of need, produced, as the station termed it, "the highest number of new first-time donors in the history of the chapter (Red Cross)" and "the second highest number of pints of blood in the 33 months of the program."

Saturated Community

WKNE Keene, N. H., is planning a saturation campaign for the Community Chest Drive to include spot announcements by representatives of the benefitting agencies, recorded 10-second announcements by private citizens supporting the drive, programs devoted entirely to the campaign, plus inserted announcements by local sponsors into their own shows.

18-Hour Program

FOURTH ANNUAL "Celebrity Parade for Cerebral Palsy," held under auspices of United Cerebral Palsy of New York City Inc., will be telecast over WABC-TV for 18 hours, starting at 10:30 p.m. Oct. 24, and continuing through 4:30 p.m. Oct. 25. Last year's actual collections from a similar telethon totaled $508,000. Group is seeking $1 million in 1954 from all fund-raising activities, including the telethon.

Magnificently Obsessed

KGO San Francisco and Pacific Greyhound Lines recently played host to 125 children from Sacramento, Calif., orphanages at a beach and zoo outing. Reason for the holiday atmosphere was that KGO was helping to carry out the "magnificent obsession" expressed by the winner of an unfulfilled desire contest conducted by station personality John Harvey.

Public Donation

PORTIONS of the blood donor drive conducted in the studios of WHAS-TV Louisville, Ky., by the Red Cross Bloodmobile were televised for public viewing. Employes of WHAS-AM-TV, the *Courier Journal*, and *Louisville Times* contributed 164 pints of blood during the two-day drive.

KLAC Charity Show

PIFTEEN THOUSAND people attended the third annual charity show for St. Anne's Foundation, staged last month in the Hollywood

There are 197 Radio Stations in Texas . . . but
it only takes 2 STATIONS to reach 1/2 the people
KMAC
27 YEARS OF SERVICE
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630
KLBS
610 on Every Dial
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610
The Biggest Buy in the Biggest State!
Ask the Walker Representation Co., Inc.

FBI Tribute

A LETTER from J. Edgar Hoover, head of the Federal Bureau of Investigation, to WGAL-TV Lancaster, Pa., has expressed appreciation to the station "for telecasting descriptive data on dangerous criminals being sought by the FBI, which now has brought about the apprehension of two badly wanted fugitives." The letter followed the capture in West Nanticoke, Pa., of Jack Harrison Chappel, wanted by the FBI, who was recognized by a WGAL-TV viewer after seeing the station's *FBI Wanted Persons* announcement. About two years ago, another WGAL-TV *Wanted Persons* announcement led to the apprehension of another fugitive in Lancaster.

Bowl by KLAC Hollywood's "Big Five" disc m.c.'s [B•T, Sept. 20]. Gross receipts totaled $32,000, the station reports.

Hospital Donation

KYW Philadelphia, as a service to the "finish-the-job" fund drive of the $3.5 million Lower Bucks County Hospital, presented on its *Citizen USA* a summary of the labor donations and industrial gifts given to the project. Labor-management cooperation was cited as a major reason for the success of the building campaign. The hospital is 98% completed and 78% paid for.

Children March

CHILD FANS of KOMU-TV Columbia, Mo., collected $1,618 for the Emergency March of Dimes campaign when the opening of the drive was mentioned once on a multi-weekly children's program. Bulk of the contributions came from children whose average age was eight.

Triple Telethon

MORE THAN $250,000 in cash and pledges was raised by three telethons held on Sept. 18-19 on behalf of the United Cerebral Palsy fund, UCP reported. The telethons were conducted over WDTV (TV) Pittsburgh, WSTV-TV Steubenville, Ohio, and WABT (TV) Birmingham, Ala. Among the entertainers who appeared in the various cities were Roberta Quinlan, Bob Eberle, John Reed King, Captain Video, Ray Malone, Jill Corey, Jimmy Carroll, Eileen Tobb and Bobby Wayne.

KING-AM-TV Children's Shows

SEATTLE Children's Home is richer by 5,642 jars of fruit which were contributed by children who came to see two performances staged by talent of KING-AM-TV Seattle at a local theatre. Only one show had been originally scheduled, but the tremendous turnout made another performance necessary.

Baltimore Integration Program

WAAM (TV), WBAL-TV and WMAR-TV, all Baltimore, simultaneously presented the city's police commissioner during the city's recent school integration crisis. A film of the talk was telecast six more times by WAAM and the station also invited the superintendent of schools to address its audience. Both officials praised stations for its aid in averting trouble.

Boys Bowl Game Telecast

WMAR-TV Baltimore, Md., will telecast the Boy's Bowl Game this fall for the fourth consecutive year. Proceeds of the game, sponsored by the Optimists Club, plus contributions of television viewers, will be used to further youth guidance work in Baltimore.

WHLI Public Service Broadcasts

WHLI Hempstead, L. I., N. Y., has made arrangements with nearly 100 school districts and the majority of industrial plants in the Long Island area to broadcast announcements on road conditions, bus and train schedules, work stoppages, school closures, telephone and electric power service, etc., in case of storm or flood this winter. *Commuters Time,* Mon. thru Sat. morning show, will be the nucleus for any emergency broadcasts.

47-Station Fire Drill

WHAS Louisville, Ky., initiated for the fifth consecutive year what it termed the world's largest fire drill, the station reported. Forty-seven stations throughout Kentucky carried the drill signal which resulted in 500,000 children simultaneously evacuating their schoolhouses. A 15-minute fire prevention show, "A Chance to Live," written by WHAS director of public affairs Dorcas Ruthenburg and narrated by WHAS newsmen Pete French and Paul Clark, was fed to the state-wide network at the time of the drill.

Road to Sight

WTVJ (TV) Miami, Fla., and the *Miami Daily News* teamed up to restore the sight of a boy blind for 11 of his 15 years. A specialist had offered to perform, free of charge, an operation which would partially restore the youngster's sight if he could be brought to Boston. The boy's family could not afford the travel and hospital expenses so the station and newspaper raised $2,200 to defray the cost.

Hour-Long Drive

WLWT (TV) Cincinnati, recently raised $24,000 for the Emergency March of Dimes. Of the total, nearly $17,000 was collected on a special hour-long program in which a thousand persons presenting contributions were viewed as they filed past the station's cameras.

WCPO-TV Pony Contest

WCPO-TV Cincinnati enriched the county polio fund by some $2,000 when it received over 5,000 replies to a pony-naming contest conducted by station personality Colin Male. Each suggested name had to be accompanied by a donation for the drive. The pony was the winner's prize.

WKRC-TV Appeal

WKRC-TV Cincinnati dramatized the appeal for Emergency March of Dimes funds by telecasting movies of a 13-year-old polio victim in her iron lung at Cincinnati General Hospital and asking viewers to contribute enough silver to match her 90 pounds. About $1,700 would have matched her weight. Contributions amounted to $24,000.

DuPont Sets Deadline For Radio-Tv Awards

NOMINATIONS are being accepted through Dec. 31, 1954, for the 12th annual awards of the Alfred I. duPont Awards Foundation, according to the foundation. One large station and one small station will again receive awards for "outstanding performance in the public interest" and a third award will go to a radio or tv commentator whose work has been distinguished by "aggressive and consistently excellent and accurate gathering of news in the public interest." Each award carries a stipend of $1,000 and also offers the privilege of establishing a scholarship or fellowship for the benefit of the radio and tv industries. Nominations for 1954 awards should be mailed to the Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

In announcing opening of nominations for 1954, foundation curator O. W. Riegel called attention to the new educational opportunities award winners may create through a revision in the foundation trust indenture which permits winners to make their cash awards the basis for scholarships and fellowships established in their name and the name of the foundation. An award winner may set up one or more scholarships for advanced study in radio-tv at any approved university or technical institution.

Three previous winners have taken advantage of the scholarship plan: WFIL Philadelphia, 1950 winner, established the first scholarship, at Penn State College; Joseph C. Harsch, 1951 winner in the commentator category, established a scholarship at the U. of Wisconsin, and WMT Cedar Rapids, Iowa, a 1952 winner, is assisting a young man for radio work in the agricultural field.

Mail Ad Awards to Radio-Tv

BROADCASTERS were among the 65 winners of awards presented in the 26th annual contest for direct mail campaigns, sponsored by the Direct Mail Advertising Assn., it was announced last week at the opening of DMAA's convention in Boston. All winning campaigns are on display at the hotel. Additional sets of these winners are being made to tour the U. S. and Canada for meetings, conventions and direct mail courses. On the network level, the western division of NBC received an award. Mt. Washington Tv Inc., Portland, Me., licensee of WMTW (TV) Poland Spring, won one of 10 gold mail box awards presented for outstanding winning campaigns.

CUP AND SCROLL presented annually by WBT Charlotte to the North Carolina station excelling in news broadcasting and giving Associated Press the most protection was presented to WEEB Southern Pines last week by Yates McDaniel, AP Pentagon correspondent. Left to right: Mr. McDaniel; Charlie Clapp, WEEB news director, and Jack Younts, WEEB owner.

AWARD SHORTS

J. R. Whitworth, chief engineer, WJTV (TV) Jackson, Miss., presented Award of Merit for "outstanding contribution to television broadcasting" from Resnick Foundation, Ellenville, N. Y., at 4th annual IRE Professional Group of Broadcast Transmission Systems symposium, Cleveland.

Tommy Tucker, host, *Shoppers Guide,* WMBR-TV Jacksonville, Fla., proclaimed "Ambassador of Good Will for the State of Florida" for work in state promotion.

KNX Hollywood presented award from Los Angeles Community Chest for ". . . fostering better understanding and support . . ." of Chest.

WWOR-TV Worcester, Mass., presented Distinguished Service Award for public service on behalf of cerebral palsy victims by United Cerebral Assn. of Massachusetts.

Don Cameron, formerly news editor, WFDF Flint, Mich., and presently with NBC news room, N. Y., commended by Flint City Commission and local officials for exceptional radio reporting to Flint area during tornado, June 1953.

Citizens' Mutual Automobile Insurance Co. of Howell, Mich., presented radio advertising award for mutual casualty companies at 20th Ad-Sales Conference of Mutual Insurance Companies, N. Y., Oct. 3-6. Agency for account: Clark & Bobertz Inc., Detroit.

Packard-Bell Co. (tv set manufacturers), L. A., presented trophy from Glamorama Show in that city for outstanding leadership in design and performance.

W. W. Chambers Sr. Memorial Award for excellence in tv advertising, established by Adv. Funeral Directors of America Inc. at annual meeting in Cleveland, in memory of W. W. Chambers Sr., founder of W. W. Chambers Co. (funeral homes), Washington.

Marlin Perkins, conductor, NBC-TV *Zoo Parade,* honored by New Jersey State Fair awards committee for "Best program in its classification."

KITO San Bernardino, Calif., presented award from California State Fair for *In the Public Interest* series.

WTPA (TV) Harrisburg, Pa., presented award from United Cerebral Palsy for telethon earlier this year which raised over $50,000.

Richard Carlson, star, Ziv Television's *I Led Three Lives,* presented New Jersey State Fair Annual Television Blue Ribbon Award on behalf of program.

Joseph J. Micciche, radio-tv coordinator, Los Angeles County, presented "Publicist of the Year" award from Los Angeles Publicity Club, for "fostering and maintaining a high standard of ethics in the publicity profession."

Nancy Holme, woman's commentator, KABC Hollywood, presented "Woman of the Year" award from Eta Upsilon Gamma sorority, Woodbury College, L. A., for "outstanding achievement in public education."

WSYR-AM-TV Syracuse, N. Y., presented Certificate of Appreciation from Syracuse Red Cross for cooperation in summer blood collection.

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to date have been made
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In Waveguide, PRODELIN is preeminent ... with all products field-proven ... conserve power in UHF-TV. Call on PRODELIN to assist you in all phases of this important new development.

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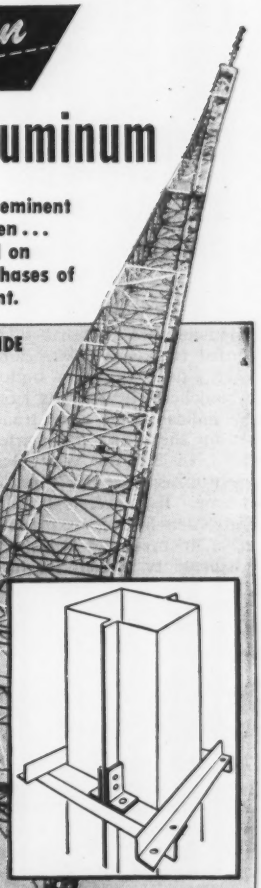
KACY — St. Louis, Mo.
KETX — Tyler, Tex.
KNUZ — Houston, Tex.
KSTM — St. Louis, Mo.
WEEU — Reading, Penna.
WGLV — Easton, Penna.
WHUM — Reading, Penna.
WJHP — Jacksonville, Fla.
WROW — Albany, N. Y.
WTVU — Scranton, Penna.



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315 Bergen Avenue
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Sales and Service Organization for PRODUCT DEVELOPMENT COMPANY, INC.

Manufacturers of Antennas, Transmission Lines and Associated System Facilities

West Germans Expect Record Radio Output

Output anticipated to be in excess of last year's banner year when 2.6 million receivers were manufactured.

GERMAN set manufacturers expect 1954 to be another record year. In 1953 radio set production in the area reached an all-time high of 2.6 million sets (including 520,000 for export) representing a retail value of $115 millions. For 1954 manufacturers expect a production total of 2.8 million radio sets. (Annual replacement rate of old sets is listed at 1.25 million sets.)

Considerable set sales gains were noted by almost all manufacturers from introduction of "3-D sound." 3-D sound invaded the radio field in Germany in a rush comparable to the various optical and audio gimmicks in the movie field back in Hollywood.

Tv set manufacturers, according to latest statistics, expect a total of 140,000 to 150,000 sets to be shipped this year. Poor programming is being given by manufacturers in Germany as a main reason for rather slow sales.

WESTERN EUROPEAN BRIEFS

Copenhagen, Denmark, tv station has increased programming to daily transmissions . . . The Dutch television system plans to switch to daily operation in February of next year . . . Latest statistics indicate that there are now 3,200 licensed tv sets in Switzerland . . . In February 1955 a new Belgian tv station near Liege will be launched . . . Reports from Budapest, Hungary, indicate that a tv transmitter has been set up there and has started test transmissions . . . In Bavaria, West Germany, the Wendelstein transmitter has gone on the air for the first time. Its power is 20 kilowatts . . . New Eurovision hookup is planned for the time between Christmas and New Year . . . A newly constructed tv transmitter near Marseille, France, has joined the French network recently . . . First national tv exhibition of Belgium will be held in February 1955 in Antwerp, Belgium.

Sponsor Film Services Corp. Contracts to Assist Agencies

CONTRACTS FOR servicing films in Canada have been signed with a number of United States film producers by Sponsor Film Services Corp. Ltd., Toronto. The company now services films for a number of advertising agencies in Canada, including the shows *Files of Jeffrey Jones* for Needham, Louis & Brorby of Canada Ltd.; *Range Rider* and *Life with Elizabeth* for James Lovick & Co. Ltd.; *Janet Dean* and *Douglas Fairbanks* for Grant Adv. of Canada Ltd.; *Liberace* for sponsors handled by Young & Rubicam Ltd. and Spitzer & Mills Ltd., and *Wild Bill Hickock* for Leo Burnett Co. of Canada Ltd. All these agencies have offices at Toronto.

Sponsor Film Services was formed at Toronto to look after film maintenance and other services which advertising agencies could not always do. The company works closely with Modern Talking Pictures, New York. Vice president and general manager of Sponsor Film Services is Bob Lee, former manager of CHUM Toronto, and production manager is Allen Mills, formerly of S. W. Caldwell Ltd., film distributor.

Only 'Disabled'

"A PARALYZED person is not a crippled person; he's only disabled." That's the philosophy of Cam Langford, CHUM Toronto announcer, who has been 75% disabled since a 1952 automobile accident. Mr. Langford, who will complete the return to normal living in two months when he marries his fiancee Ruth Winters, puts in a full day at his announcing chores besides devoting time to his favorite hobbies, painting and collecting phonograph records. With the use of gadgets, mostly self-designed, the twenty-six-year-old Mr. Langford is able to do nearly all the everyday things he could before he was injured. Presently he handles his announcing duties from a special room in his home.

CFPA-TV and CHCT-TV Begin Regular Programming

CFPA-TV Port Arthur, Ont., after several delays, on Oct. 3 began telecasting on ch. 2. Station is located at the western end of Lake Superior and is licensed to Ralph H. Parker Ltd. President and general manager is Ralph H. Parker.

CHCT-TV Calgary, Alta., started Oct. 8 on ch. 2 with temporary power of 16.5 kw visual, and will go to full power of 100 kw visual and 50 kw aural on April 1, 1955. Station uses a General Electric turnstyle four-bay antenna 989 feet above average terrain. Station is owned by Calgary Television Ltd. President is Gordon Love.

Canada Tv Sets Counted

THERE are now 853,114 television receivers in Canada, according to a tabulation of the Radio-Television Manufacturers Assn. of Canada and All-Canada Television, Toronto. This figure is up to Aug. 31, and shows 510,940 sets in the province of Ontario, 252,896 in Quebec, 51,459 receivers in British Columbia, and 37,819 in the rest of Canada.

CONTROL ROOM equipment of CFQC-TV Saskatoon, Sask., is viewed by (l to r) Herb Stewart, St. Petersburg (Fla.) tv consultant, Walter Romanow, CFQC-TV production manager, and Blair Nelson, CFQC-TV station manager. The station expects to begin operation late this month on ch. 8 with effective radiated power of 100 kw visual and 60 kw aural.

Central Canada Sessions Plan Panel Discussions

AGENCY AND STATION personnel will take an active part in the panel sessions of the Central Canada Broadcasters Assn. annual meeting at the Sheraton-Brock Hotel, Niagara Falls, Ont., Oct. 25-26. Panels will include: presenting station facts for the timebuyer, women as sales personnel and as customers, new ideas in broadcasting, the advertiser's point of view, agency problems, and radio sets of the future.

The annual business meeting and election of officers will be held Oct. 26 with reports from W. H. Stovin, CJBQ Belleville, CCBA president, from E. Finlay MacDonald, CJCH Halifax, president of the Canadian Assn. of Radio & Television Broadcasters, and Jim Allard, CARTB executive vice president.

Prudential to Sponsor 'You Are There' in Canada

FOLLOWING a series of negotiations, the Prudential Insurance Co. of America, through Calkins & Holden, New York, will sponsor *You Are There* starting Nov. 21 on the Canadian Broadcast Corp. network in addition to its alternate-week sponsorship on CBS-TV in the United States.

Complications arose in making up a schedule of 26 shows, the minimum acceptable to the CBC, and in clearing in Canada some of the shows sponsored in the U. S. by America's Electric Light & Power Companies. A union rule made it necessary to provide the Canadian series in a sequence that would show each program within 90 days of its original telecast in the U. S.

Boyling, Finnerty Elected By Canadian Associations

SYD BOYLING, CHAB Moose Jaw, Sask., was elected president of the Western Assn. of Broadcasters at the recent convention at Banff. Directors elected were F. H. Elphicke, CKWX Vancouver; Gerry Gaetz, CJCA Edmonton; Maurice Finnerty, CKOK Penticton, and John Craig, CKX Brandon.

Maurice Finnerty was elected president of the British Columbia Assn. of Radio & Television Broadcasters at its annual convention at Harrison Hot Springs, B. C., which followed the Banff meeting.

Ontario Political Slate Set

FREE-TIME weekly political broadcasts in Ontario were started on Oct. 4, and will continue until June 6, 1955. Eleven Canadian Broadcasting Corp. and independent stations are carring 30 weekly 15-minute programs, divided among the three leading political parties, with 12 for the Progressive-Conservative party, which is in power in Ontario, 10 to the Liberal party, and 8 to the socialist Cooperative Commonwealth Federation.

INTERNATIONAL SHORTS

CBI Sydney, N. S., is increasing power from 1 kw to 5 kw on 1570 kc with installation of new Canadian Marconi transmitter early in 1955 at new 14 acre transmitter site four miles east of that city.

BROADCASTING

TELECASTING

features

REMEMBER, "SCOTCH" IS A BRAND NAME FOR TAPE!
EITHER SAY... "SCOTCH" BRAND TAPE...
OR JUST SAY CELLOPHANE TAPE!
SAY "SCOTCH" BRAND TAPE!
REMEMBER TO PUT "BRAND" AFTER "SCOTCH" WHEN YOU MENTION TAPE!

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

Everyone has something he does best . . .

There are all kinds of experts. Whatever their specialties, they all have this in common: a brand of skill that comes through long concentration on what they do best. For quality performance, it's logical to call on specialists with the greatest concentration of experience.

In quality TV representation, *this* is Harrington, Righter and Parsons . . first to specialize exclusively in television . . first to realize the service the station owner needs can only come from the representative who concentrates on a limited list of quality stations. Inevitably, this attitude attracts the caliber of TV stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

FROM NEWS TO BE-BOP

A NEWSMAN MAKES THE TRANSITION--AND LIKES IT

by Dick Doty

"GOOD NEWS, Dick, we already have a show for you," he said.

He was Charles Siverson, WHAM's program director. It was my first day at WHAM—Oct. 5, 1953. I had joined the station as an announcer with the expectation that because of my background in radio and television news I would get a newscast before long.

I smiled brightly. "What time of day?"

"Late at night," Siverson replied. He paused. "It's a disc jockey program."

Disc jockey! My smile faded. I had been in radio and television nine years—years devoted exclusively to news, the past four years in New York as a commentator for NBC and assistant news director at WOR-TV. I considered myself a news man. Disc jockey show!

Nothing in my background, except a liking for 52nd Street jam sessions during undergraduate days, had prepared me for record spinning. The realization I was no longer going to be a reporter hit me like a cold shower. Was the change good? Was it bad? Those questions had to be answered. By me. To my own satisfaction.

That night my wife was cheery. "I like music," she said, "and you'll do a good job."

Her words were the shot in the arm I needed, and when I set down a list of the pros and cons it was with a let-the-chips-fall-where-they-may attitude, rather than with the feeling of the sergeant who has just been reduced to buck private. On the con side, of course, were the years I had spent learning the news game.

In the pro column were the opportunities and the challenges. It is always a challenge to tackle something you have never tried before. More disc jockeys than newscasters are needed in broadcasting, an important point when a family is in the habit of eating.

More important than anything else in the "pro" column, however, was an inescapable fact: I had moved my family from New York to Rochester, and I liked WHAM. I wanted to stay.

In summing up, the pros far outbalanced the cons. I was now a disc jockey—an embryo, really. I pushed the years of news experience into the back of my mind and distilled from it the rest of the broadcasting know-how I had learned. The distillation proved comforting; I was essentially a broadcaster I discovered, rather than, as I had feared, essentially a newsman.

Study was needed. The emphasis swung from the editorial pages to record reviews. Names like Kenton, Fisher, Elgart and Clooney took over the spots previously occupied by the Adenauers, Bidaults, Harrimans and McCarthys.

The time they gave me was from 10:30 to 1:00 at night, with time out for news and sports at 11:00. "It's called *The Merry-Go-Round,*" they said. "Build a show out of it."

WHAM has one big advantage at that hour: power. It is a 50 kw station on a clear channel and late at night covers some 40 states, all of Canada, Bermuda and islands in the Caribbean. WHAM had never before made a pitch for those outlying listeners, but we decided to try it now.

There are two ways to get attention for a new radio show: (1) hard-hitting promotion, or (2) gimmicks. Because the two Rochester newspapers and our most competitive radio station are under the same ownership, we decided on gimmicks.

First gimmick was the "Pinpoint Club." Listeners writing in would have their hometown or farm pinpointed on a large map of North America posted in the studio. Back to them went our thanks on the air and a Pinpoint Club Membership Card in the mail.

A Marine stationed in Puerto Rico wrote that we came in better than any stateside station. An expatriate New Yorker in Los Angeles mentioned that he went out to his car each night to listen to music from "God's country." From a remote section of British Columbia came letters from a woman who said *The Merry-Go-Round* "keeps me company."

From all across the South arrived mail from listeners saying they were glad to be "able to listen to something besides hill billy music." Letters came from New York City, Brooklyn, Long Island, New England, Washington, Miami, Chicago, St. Louis, Cincinnati, Detroit, Boston, the two Portlands—Maine and Oregon, Philadelphia, Atlanta, New Orleans, Jacksonville, Denver, and hundreds of way stations.

We were impressed and hoped sponsors would be. They were not. "Wait till the ratings come out," they said.

When the ratings did appear, they were disappointing, showing *The Merry-Go-Round* a little behind one other Rochester station. However, the ratings were only for the city of Rochester and did not take into account the big coverage the program was getting outside.

We rolled up our sleeves and added more gimmicks. I began taking telephone calls on the air. I began asking a *Merry-Go-Round* Question of the Night—everything from "Should the wife have anything to say about picking out the family car?" to "Are American men becoming less romantic?"

It paid off . . . and is still paying off. People who had been glued to television screens for three years report that they're back listening to the radio. They like to call to answer the question—the phone is busy continually for the whole two and a half hours—and they like to hear how their neighbors are answering it.

Musically, *The Merry-Go-Round* is divided into sections. Part One—10:30 to 11—is the top hits of the day, with a swing instrumental or two tossed in. Following the news and sports is 15 minutes of "Bring Back the Bands"—a different top swing band each night. From then until midnight, more pop records. Then we put on the brakes. The last hour's music is soft and dreamy.

From a mail count of zero when it went into its present form less than a year ago, *The Merry-Go-Round* now pulls upwards of a hundred pieces of mail every day. Now when we tell sponsors about the advantages of low-cost late-night radio we have a real story to tell. Bardahl Oil, which bought the "Bring Back the Bands" portion of the show, had planned to keep it only during August and September. They have now renewed indefinitely. Their dealers report Bardahl sales have taken a big jump, some reporting sales increases of 300%.

The challenges for this newscaster-turned-disc-jockey are still there, but the regrets at leaving news, if there were any, are gone. This new route I am following is still unpaved in places, but I like the scenery, and I'm meeting a lot of swell people!

ABOUT THE AUTHOR

A veteran radio-tv newsman with station experience from Atlanta to Boston and three years as a network commentator, Mr. Doty a year ago suddenly found himself a disc jockey on WHAM Rochester. Here's his own story of the change from deadlines to discs.

IN THE NEW SOUTH, A NEW SALES STORY

HOW A QUALITY DEPARTMENT STORE USES RADIO TO KEEP ON TOP

by J. Frank Beatty

RETAILING HISTORY is being made in the heart of the South.

An elderly and hallowed department store tradition has been smashed—the theory that retailers can't live without newspapers.

It has been replaced by a new theory:

Radio can do the basic department store job; no store should live without broadcasting.

Scene of this important event is The Aug. W. Smith Co., famed half-century-old quality store in Spartanburg, S. C. which modestly uses the slogan, "One of the Carolinas Finer Department Stores."

The Aug. W. Smith Co. is located in a county that boasts more textile spindles and a larger peach crop than any other county in the United States. Some of these spindles are running below capacity, and South Carolina is an emergency drought area, but these conditions are temporary.

The quick truth is that Spartanburg's leading store has discovered a more effective way of selling merchandise—concentration on radio instead of newspapers.

This discovery grew out of the store's unwillingness late last spring to let the local morning-afternoon newspaper combine push it around. Largest newspaper advertiser in the area, The Aug. W. Smith Co. rebelled and took a simple step that has turned out to be amazingly effective:

It reversed the 70-30 newspaper-radio advertising budget ratio.

While it's assumed that one of these days the store and newspaper combine may resume more normal business relations, this much appears certain:

• The Aug. W. Smith Co. will divide its promotion budget about equally among radio stations and newspapers and never go back to the old ratio.

Has business suffered without newspapers?

Tom Q. McGee, president and treasurer: "No."

L. Perrin Smith, vice president: "It hasn't hurt our sales."

Mr. McGee is the son of H. Frank McGee, who joined Aug. W. Smith in setting up the store at the turn of the century. Mr. Smith is the son of Aug. W. Smith. Thus ownership of this famed retail enterprise remains in the two old-line Carolina families.

Just what has happened since newspapers were almost entirely abandoned last June 1?

Mr. McGee: "While our total business is off a little for the nine months of 1954, as it is with practically all stores in the federal reserve district, we're right in line. We're delighted with radio."

Mr. Smith: "The first two weeks in June, when we dropped newspapers, actually showed our sales were ahead of 1953 dollar-wise for the first time this year. One month sales are up, another month down, following the trend around this part of the nation."

Mr. McGee likes radio: "We're through with the old radio-newspaper ratio. Department stores that use radio for a month or two don't give it a fair test. We've used it 14 years. Retailers should decide to spend a certain amount of money for a year and then go ahead and do it. Do I like radio? I love it. We haven't suffered without newspapers."

Mr. Smith, a dyed-in-the-wool newspaper advocate, readily concedes his eyes have been opened as the radio experiment has unfolded.

What do the customers think?

Mr. McGee: "A lot of our customers are just tickled to death because we are now using more radio. You should see the radio results."

Mr. Smith: "Radio is pulling traffic. Our customers are conscious of the fact they can get information about the store they didn't get before."

What about the store's buyers?

Maloy Rash, merchandising manager and head of the store's largest division volumewise—ready-to-wear: "Our volume is not off as much as the average division in this area. It's working out as well as before and at less cost, by reversing the newspaper-radio ratio. At first I wasn't entirely in favor of radio when Mr. McGee suggested the store was planning to drop newspapers. But Mr. McGee has proved his point—radio deserves a major part in our promotion plans. Like Mr. McGee, I believe that probably a 50-50 newspaper-radio ratio is the answer."

Alta Parham, silver and stationery buyer: "We sold silver trays on Jane Dalton's WSPA program. People came in, saying they had heard about the trays on the air. One lady in Union, 30 miles away, bought four trays."

Nan Sizemore, hose, blouses, notions: "I like radio better than newspapers now."

L. E. Gibson, for 21 years buyer and division manager of ladies shoes: "Radio reaches people. If we go back to newspapers I advocate a 50-50 deal. Our percentage of sales in the shoe department is stacking up as well if not better than when we used almost exclusive newspaper advertising. I have been pleasantly surprised with results."

Mr. Gibson was quite impressed recently when at least 50 people either stopped by his department or phoned him congratulations on his birthday. All said they had heard it on WSPA.

Natalie Watson, buyer for jewelry and handbags: "I prefer radio. I find that radio

KEY LESSONS

THESE are some key lessons learned by owners of The Aug. W. Smith Co., and their executives and floor people, since newspapers were relegated to a secondary spot in the store's budget:

• Concentration on radio, with only occasional newspaper space, has sold merchandise faster than anyone believed possible.

• More effort is being put into radio, as well as other ways of merchandising, and results are forthcoming. These new techniques will be continued no matter what happens.

• The customers like the shift to radio, judging by their comments.

• Most of the buyers and floor people, long-time believers in newspaper space, are now radio boosters.

• Radio's power to serve as the primary advertising medium is shown by files bulging with success stories.

can sell for me and my department both expensive and inexpensive merchandise."

Now, how about the key figure who operates between the departments and the store's management and ownership—Harry Smiley, advertising and promotion manager, a newspaper-trained executive:

"I was pleasantly surprised that radio brought the response that it did. I'll admit that we learned many lessons. We have also learned that follow-through is as important in advertising, both visual and audio, as it is in golf.

"There is definitely a place in department store advertising for radio. Stores, however, should be more selective and not just buy any radio time. Radio has certainly risen in my estimation."

How did this Spartanburg media situation come about?

Mr. McGee: "The *Herald* and *Journal* told us last spring what we were to do, how we were to do it and how we were to pay our bills weekly."

Then what?

"We were their largest advertiser. We also were the first store in the state to use radio—starting with Jane Dalton on WSPA 14 years ago. So we told the papers we wouldn't sign June 1 and then got in touch with all local radio stations."

The solution: "We stepped up radio, including WSPA, WORD, WJAN and WDXY (FM), aiming particularly at both men and women between 7:45 and 9:30 a.m. We added sports, too, on WDXY. In the past we had spent about $12,000 a year on radio and $36,000 on newspapers. We reversed the newspaper-radio ratio. Between June 1 and Oct. 1 we spent about $1,100 in newspapers, and paid cash for each ad. Mainly we use a quarter-page newspaper ad on a sale day and a few co-ops—about one or two newspaper ads a month."

Revamping the Budget

What about other local businessmen?

"They were all upset at first by the newspapers' new policy. We understand many accounts cut their space or quit. At any rate, our people are the envy of the luncheon clubbers."

How about The Aug. W. Smith Co. advertising budget?

Mr. McGee: "We had been spending more money on radio than most department stores. Last Jan. 1 we started cutting newspapers, and cut radio some. Our advertising budget was too high. The main cut was in newspapers. We used radio for specific items and some institutional, especially on Jane Dalton's WSPA program. Jane's program is synonymous with the store. If there was a clearance sale, we sold direct, but we're not a promotional type of department store.

"Now we try to sell items on radio. All stations get the same items the same day."

What are some of the items?

"Well, today we have winter coats, tweed bags, daffodil bulbs (Mrs. Backhouse bulbs for only 10 cents, a traffic item), Gold Brick chocolate sundae, opera pumps, wood fibre flowers and several others. We have daily illuminated signs in and in front of elevators, plus displays on counters."

In the department store business, a picture of a coat or dress in a newspaper advertisement is considered an impressive piece of promotion. The Aug. W. Smith Co. newspaper ads were styled much like the Lord & Taylor white space in New York.

MODERN SELLING in Spartanburg as owners of The Aug. W. Smith Co. discuss radio promotion in china department with Jane Dalton, of WSPA. Left to right: L. Perrin Smith, vice president; Miss Dalton; Tom Q. McGee, president.

How about coats and dresses, especially at a quality store?

Mr. McGee: "We had a Rothmoor coat promotion in August, using radio predominantly, only one newspaper ad, personal cards from salesmen to customers and an in-store contest gimmick. These coats are $89 and up to $129. We sold 66 pieces in two days, a total of $6,200."

Mr. Rash, division manager: "This was the largest sale of Rothmoor coats in the entire Southeast regardless of size of store. People heard about the sale on radio and started coming in before the actual showing."

Small stuff moves quickly, too, when promoted by radio.

Mr. Smith: "A few weeks ago we found we had about 30 boxes of size 8½ hose. Only 3% of women wear this size. Jane Dalton mentioned one morning we had these 8½ hose on sale at 59 cents. We sold 29 pairs in the next 20 minutes. That showed us how many people listen in view of the fact that only 3% of women use the item."

How does The Aug. W. Smith Co. compare radio and newspapers?

Mr. Smith: "On a shoe special, newspapers would bring possibly 100 customers banging on the door at 9 a.m. With radio, traffic will come over a three-day period. We stress quality but mention price where it's part of the story."

Mr. Gibson: "We started our first clearance of summer shoes July 6. The sale was advertised exclusively on radio. It was the best shoe sale in the last 20 years with less mark-down than in previous years."

Special-purchase sales, an important part

FOUR RADIO SPECIALS on illuminated sign are discussed by two store officials (l to r), Harry Smiley, advertising and promotion manager, and Maloy Rash, merchandising manager of ready-to-wear, largest division in store. Specials are Nitety Nite sleepers, Rite Fit frocks, Mendel luggage and Spalding saddle oxfords.

of department store business, are radio naturals.

Mr. Rash: "We had 156 Ruth original children's dresses, regularly $7.98 to $12.98, selling them at $4.98 to $5.98 depending on size. The first day we sold 100, using radio exclusively. The rest were sold in the next couple of days, proving how people listen.

"July 15 we had a sale of famous label ladies cotton and bemberg dresses, regularly $8.98 to $10.98, for $6.98. We had 220 dresses and sold 73 the first three hours after Jane Dalton mentioned them on WSPA. We got 200 more and used Jane again. Another sellout. We never did that well in newspapers."

Another department store standby—August fur sales.

Mr. Rash: "We built up our August fur sale for a week on radio, plus a small newspaper announcement. In three days we sold $5,000 worth of furs. It was the best August fur sale within my memory."

And note this: Volume has not dropped at all in the men's department despite the general economic situation.

THE FUTURE

After four months with only token space in the Spartanburg dailies, plus space in *Textile Tribune*, a mailed shoppers' weekly, The Aug. W. Smith Co. is thinking along media lines this way:

Mr. McGee: "We're crazy about radio and don't know what we would do without it. We have learned that an established store can do without newspapers. If we sign a newspaper contract we will not use anything like as much space. After all, we know newspapers aren't as necessary as they believe. There's a happy medium between radio and newspapers. We know we had been overdoing newspapers before, having refused to let them run over us and cram a deal down our throats. We weren't pessimistic or upset about dropping newspapers last June. We just wondered how well radio would do the main promotion job. Radio has done an outstanding job for us."

Mr. Smith: "I definitely believe we should use both radio and newspapers."

Mr. Smiley: "Radio has risen in my estimation. We have learned important lessons. Department stores should be more selective in their use of radio, not just buying time."

Mr. Rash: "Radio can do a primary job for department stores if you put over a particular item. Repetition is the secret. Get people aware of an item and aware of the store. Radio is the best answer to a big promotion, giving more advertising per dollar than newspapers, judging by our four-month experience. All media are necessary. Newspapers used to be supplemented by radio. Now radio is a basic medium."

In four summer months The Aug. W. Smith Co. has discovered a retailing device that department stores have been slow to accept, possibly because most of their executives have been newspaper-trained and stick to the traditional, if old-fashioned, white-space formula.

Spartanburg's newspapers, having ruffled the feelings of their best advertiser, have had the experience of watching a competing medium deliver effective promotion—and at lower cost.

25 YEARS ON 'THE CHILDREN'S HOUR'

THERE must be virtually millions of New Yorkers and out-of-town visitors to the city who swear by The Automat, more formally known as the Horn & Hardart Co., as their favorite eating place. In turn, H & H upholds one institution it certainly must swear by over any other—*The Children's Hour* radio program (Sun., WRCA New York, 10:30-11 a.m. EST).

Otherwise, why would the world-famed restaurant and retail store chain sponsor the well-known children's show continuously for 25 years, without even a summer hiatus? *The Children's Hour* plus a 15-minute Monday-through-Friday news program over WABC New York represents about 75% of H & H's advertising budget.

It's bread-and-butter, or better still, apple pie-and-coffee logic that has prompted Horn & Hardart to pick up the tab each week for the past 25 years for a program it believes to be the oldest on radio (not including some that suspend for the summer). Cyril V. Farley, executive vice president of H & H, told B•T last week that year in, year out, *The Children's Hour* has proved to be a most sound advertising investment.

It was 25 years ago the first week in October that *The Children's Hour* was launched on WCAU Philadelphia, under H & H sponsorship, shifting in 1931 to WABC New York (now WCBS New York) and in 1939 to WEAF New York (now WRCA). Mr. Farley, then associated with the company, said officials had one notion in mind: "Everybody loves children and will listen to them."

This theory proved accurate, along with a related conviction that the program would help to sell coffee, pies, desserts, frankfurters and beans, and other items associated with The Automat. As a test, shortly after the program was launched, H & H offered a booklet to listeners. Mr. Farley insisted that at least 50,000 booklets would be sought, but some company officials were skeptical. Within a few days, more than 65,000 requests poured in.

"After that," Mr. Farley recalled with a smile, "there never was any question about renewing *The Children's Hour.*"

Mr. Farley voiced the belief that children, after listening to the program, ask their parents to take them to The Automat. When they grow up and have children of their own, he continued, they follow in this tradition.

Long before The Pulse's disclosures on the growth and strength of summer radio, Mr. Farley held the conviction that the season of the year was not significant—at least, so far as *The Children's Hour* was concerned. He said his company's research indicated that the program had a loyal audience at beaches and at summer resorts, adding: "We never worry about the summer."

During the tenure of the program over the past 25 years, H & H has grown from 18 retail stores to 48 and from 18 restaurants to 45—all in the New York area, according to Mr. Farley. Sales last year totaled $41,833,645, as against about one-half of that figure in 1929.

Mr. Farley paid tribute to Mrs. Alice Clements, who conceived the program in 1929 and who still writes and produces it. It is Mrs. Clements' deep understanding of children, he said, that has played an important part in the success of the program. (Since 1949 the show has been simulcast on WNBT [now WRCA-TV] New York. Three years ago Hoffman Beverage Co., New York, became a co-sponsor of the television show with Horn & Hardart).

On the anniversary program on Oct. 3, some of the program's alumni came back for a reunion. These included Robert Q. Lewis, Arnold Stang, announcer Guy Lebow, comedian Lee Goodman, Red Benson, bandleader Alvey West and comedian Neal Stanley.

"We're looking forward," Mr. Farley said smilingly, "to the next 25 years."

CELEBRATING the 25th anniversary of *The Children's Hour* are (l to r) Hamilton Shea, general manager of WRCA-AM-TV; Cyril V. Farley, executive vice president of Horn & Hardart; Alice Clements, program producer and president of the Clements Agency, Philadelphia; Evangeline Hayes of Warwick & Legler, Hoffman agency; Alfred F. Trell, assistant general sales manager of Hoffman, and Ed Herlihy, m.c. of *The Children's Hour*.

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WLAM-TV AIRS FRENCH SERIES

WLAM-TV Lewiston, Me., began broadcasting a weekly one-hour time segment of three programs in the French language on Oct. 5. In a predominantly Franco-American community, the station is airing *La Chanson Francaise* (7-7:15), *Plaisir* (7:15-45) and *Vita Caron* (7:45-8) every Tuesday evening. All of the programs' formats are musical. WLAM has been broadcasting radio programs in French for seven years and reports maintaining a "sold out" status with them. Of the WLAM-TV programs, two are participating and the other is sponsored by the local Manufacturers National Bank.

WIP PLUGS RADIO VIA 'POST'

BLOW-UP of the Oct. 2 *Saturday Evening Post* cover, which illustrated people caught in the "World Series Fever" and listening to the games by radio under varied conditions, was placed by WIP Philadelphia in an annual display of the station in the window of a Philadelphia retail outlet. The display was headed with "Wherever you go, there's radio."

WKZO-AM-TV BOOTH AT FAIR

SOME 15,000 autograph books were distributed at the Kalamazoo County Fair during September by WKZO-AM-TV Kalamazoo, Mich., inviting persons to compete for a 21-inch tv set by securing the signatures of seven of 11 station personalities. Chuck Lambert, WKZO disc m.c., originated three daily record shows from the fair booth and supplied entertainment for fairgoers. Listeners were urged to attend the event and visit the stations' booth at times set aside for station breaks and special shows, such as farm, sports and interview programs.

BOTTLE OPENER PROMOTION

"TOPS THEM ALL," claims WEEB Southern Pines, N. C., in sending to advertisers and agencies a bottle opener promotion piece. The station adds the opener is "Opening a way for more business every day."

WATV (TV) 'ITALIAN SERIES'

WATV (TV) Newark, N. J., started a new 13-week *Report From Rutgers* series Oct. 11, titled "An Italian Series." The program, aired Mondays, 9:30-10 p.m. EST, each week deals with a different Italian city and features integrated demonstrations of modern methods used in language teaching.

WINNERS of the WTVJ (TV) Miami summer sales contest, Ed McHale (l) and Frank Boscia (r), are congratulated by John S. Allen, WTVJ vice president and general sales manager. Each winner will receive an all-expense trip for two to Mexico City. Nine WTVJ local account executives competed in the contest which ran from June 15 to Sept. 15.

Day to Remember

SEPT. 20 proved to be an eventful day for ch. 62 WFIE-TV Evansville, Ind., which saw these happenings take place: Jesse D. Fine, WFIE-TV president, pushed a button that began formal program operation of the station's new 12 kw GE transmitter. Just prior to sign-on, word reached News Director Fred Rollison of a $15,000 bank robbery in Evansville and word was carried to viewers when the station went on the air; acting on a tip, Mr. Rollinson and Hugh Dunbar, sales promotion manager, rushed to a location where the alleged robbers were being apprehended. Photographs made on the scene were sent to the station in time to score a beat on all other media. That same day WFIE-TV General Manager Ted M. Nelson was made an Honorary Kentucky Colonel by a representative of Kentucky Governor Lawrence Weatherby, and a record was set in the station's sales dept. with a new high in both regional and local sales. Nor was the rest of the week particularly dull, according to the station, which pressed the services of all available staff members into finding a location for WFIE-TV's microwave unit so that viewers could see the World Series.

KTHT IMAGINARY BASEBALL

FOR THOSE who have been unhappy since the baseball season ended, it is suggested they tune in KTHT Houston, Tex., this winter as that station broadcasts *Phantom Baseball*. Eight teams compose the imaginary "Winter League" and they play through until March when the "winning team" will receive the "league pennant." KTHT reports it has taken three months to work out the details of the league, in which statistics of daily play, such as batting averages, team averages and pitching percentages, will be kept. The station describes the fictitious baseball as "revolutionary" for radio.

WSAI REVAMPS FOR BASEBALL

TO ALLOW both the Cincinnati Redlegs baseball broadcasts and programs of station personalities to be heard at convenient times, WSAI Cincinnati is rescheduling several shows to bring the baseball games' time within the frame of the latter programs. Sherwood R. Gordon, president and general manager of WSAI, said that it is easy for a station to lose a large number of listeners by arbitrarily replacing established programs with baseball or some other special event. With the rescheduling, Mr. Gordon said WSAI believes that ". . . our schedule will allow Cincinnati listeners to hear the games and still listen to their regular favorites . . ."

FINNS COMMEND WBBM SERIES

WBBM Chicago has been commended by the Finnish Consul in Chicago for its *The Seventh Continent* series which discussed "Finland . . . Nation on a Tightrope." The praise was extended to Virginia Renaud, WBBM education director, and Budd Blume, writer of the documentary. Ernest L. Knuti, Chicago consul, complimented the station on "the excellent treatment of so vast an area of material," and thanked the two persons for "a good job on Finland."

WNYC 'QUIZ TIME' SERIES

COMPETING TEAMS from the 16 different municipal departments of New York City are featured on the new *Quiz Time* series which began over WNYC there Oct. 8. The teams are tested on civic affairs, with each one challenged on some question concerning the department of the opposing group. The series, moderated by Dr. John Furia of New York's department of personnel, is designed to show how city employes serve the residents of New York.

WGN-TV VERSION OF BINGO

TV PROGRAM version of bingo, called *Play Marko*, bowed Oct. 10 on WGN-TV Chicago, with Howard Dorsey as emcee. To play the game, home viewers secure two special bingo-type cards at a grocery store, fill out both with their own combination of numbers in the blank spaces and mail one to the station. Mr. Dorsey picks numbered ping-pong balls out of a plastic bowl and his assistant, "Miss Marko" (Adrienne Falcon), posts the numbers on a giant marko card. When a line is filled horizontally, vertically or diagonally, the game is completed and the viewer with the winning card calls WGN-TV.

UHF RECEPTION TIPS

NINE STEPS and a post script to good uhf reception is being sent to set owners, advertisers and agencies by WWLP (TV), ch. 61 in Springfield, Mass. Including information on how to install antennas, the best way to convert receivers and tips on getting the best reception, the two stapled sheets also bill local and network programs and the staff of WWLP. The station claims that, as of Oct. 1, there are 148,000 tv sets which can receive its signal.

OIL PROGRESS FILM

COINCIDENT with the opening of Oil Progress Week Oct. 10, the American Petroleum Institute released for television and theatrical showings a 29-minute color film, "The Story

COLIN M. SELPH (r), president-general manager of KEYT (TV) Santa Barbara, escorts California Gov. and Mrs. Goodwin J. Knight on a tour of the station's facilities. Mr. Selph interviewed Gov. and Mrs. Knight on a show saluting Old Spanish Days Festival in Santa Barbara.

THE FOX of WFOX Milwaukee changes hands, as does the station. Charles J. Lanphier (l), president of Wisconsin Broadcasting System Inc., WFOX licensee, hands over the station's mascot to Joseph A. Clark, president of Business Management Inc., new WFOX owner. The sale was made so that Wisconsin Broadcasting could exercise its ownership option in WTVW (TV), new ch. 12 station there.

of Colonel Drake," which recreates the beginning of the oil industry in the U. S. in 1859. An API spokesman said "many" tv stations throughout the country had scheduled the motion picture during Oil Progress Week and predicted that within six months 90% of all U. S. tv outlets will have shown it. Prints of the film are obtainable from the nearest district office of API or from the national headquarters at 50 W. 50th St., New York, N. Y.

NEW NBC-TV SERIES

NBC-TV has launched a new series titled *Modern Romances*, described by the network as "a new departure" in daytime television drama. In contrast with the usual programs of that type which have a continuing plot, *Modern Romances* each week offers a complete story with a complete change of cast and a different author. The program is broadcast Mondays through Fridays and occupies the 4:45-5 p.m. time slot.

CBS-TV FILM SALES CONTEST

CBS TELEVISION Film Sales has announced that a Gloria Swanson Glamor Contest will be staged early in 1955, conceived to interest stations and sponsors in its new *Crown Theatre* film series, starring Miss Swanson. The contest, open to women between 18 and 80, is designed to interest Miss Swanson's older fans and attract new ones. Contestants will write letters explaining why they enjoy *Crown Theatre*, enclosing a boxtop of one of the sponsor's products. The contest will be staged on a local level by individual stations with winners competing for national awards.

ROY ROGERS IS POPULAR

POPULARITY gained through radio and television, as well as other media, is responsible for the over $34 million grossed in retail sales during 1954 by Roy Rogers Enterprises, Larry Kent, the NBC Radio and NBC-TV cowboy star's business manager, has announced. While entertainment media appearances are the basis for merchandising success, Mr. Kent said the

ANOTHER SPACE PROBLEM SOLVED

...with an EMSCO...

.....self supporting

.....TV tower.....

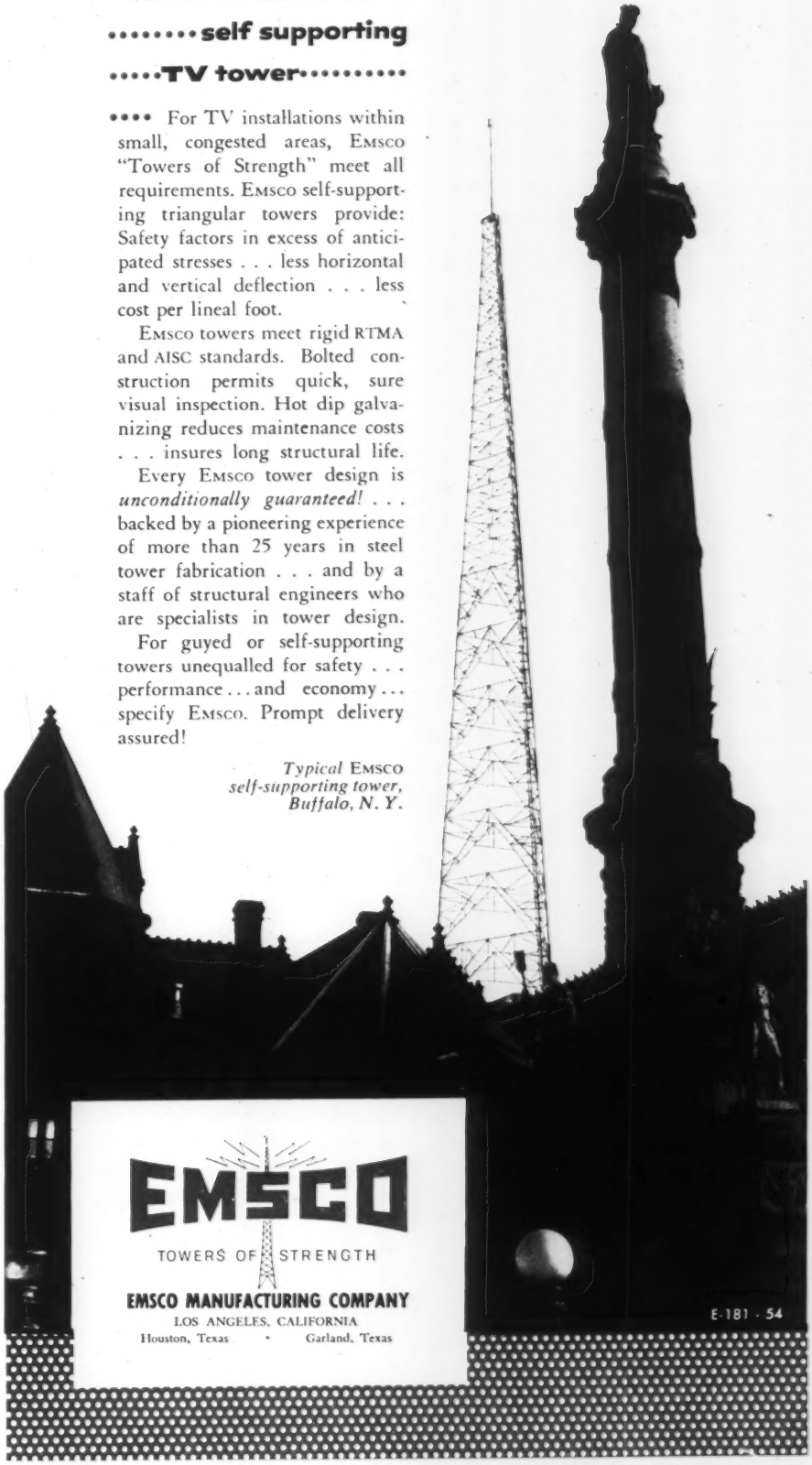
.... For TV installations within small, congested areas, Emsco "Towers of Strength" meet all requirements. Emsco self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

Emsco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. Prompt delivery assured!

Typical Emsco *self-supporting tower, Buffalo, N. Y.*



EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas · Garland, Texas

E-181 - 54

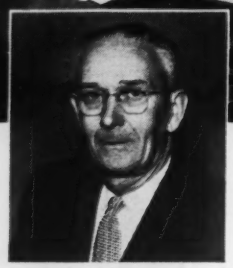
operation of Roy Rogers Enterprises is conducted separately and the $34 million figure applies only to the firm's merchandising.

'CAREER HOUR' SERIES

COLLEGE RADIO Corp., New York, is starting a new program series, *The Career Hour*, on 50 college radio stations throughout the country. Produced by the College firm in conjunction with Career Publications Inc., the program shows the needs of companies which are active in college recruiting. To be heard through the school year, the show will feature music and commercials on job opportunities, including talks by company officials and interviews with recruiters. Sponsors for the five-day-a-week show include American Airlines, Anglo California National Bank, Burroughs Corp., Chance-Vought Aircraft Inc. and North American Aviation Inc.

WESTINGHOUSE FREE SERVICE

BUYERS of Westinghouse radio sets now are offered free service on all new receivers for 90 days after the date of purchase. R. L. Sundefur, sales manager of the Westinghouse television-radio division, noted that the company has long guaranteed replacement of defective parts for 90 days, but expressed the belief that the new "reliability feature" will be appreciated by consumers. He said the buyers who wish to take advantage of the free policy may return the set to the dealer from which it was purchased, and it will be serviced by Westinghouse radio servicemen.



"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."

This new Model 600 weighs 28 pounds — price $498 ($545 including carrying case. A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price $149.50.)

● NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

AMPEX CORPORATION

Accepted as the Signature of Perfection in Tape Machines

For a convincing demonstration, contact your Ampex Distributor today (listed in Yellow Pages of Telephone Directory under "Recording Equipment" Canadian General Electric Company in Canada.
Write today for further information and complete specifications; Dept. D-1880

AMPEX CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

MILESTONES

► KRKO Everett, Wash., recently completed its 34th year of broadcasting and used a saturation campaign to let its listeners know that the station's 35th year had begun. Spot announcements, station breaks, news stories and news features were aired all through the 18-hour broadcast day. People prominent in local and state affairs recorded statements wishing the station well on its anniversary.

► WALTER McCOY, chief engineer of WJAS Pittsburgh, is celebrating his 29th year with the station.

► JERRY STRONG, WMAL-AM-TV Washington, D. C., is observing his 21st year in radio.

► GEORGE HOFFMAN, ASCAP comptroller, marks his 25th year with the performing-rights society.

► JACK BENNY, CBS comedian, has begun his 23rd consecutive season on the air.

► LARRY LAZARUS, budget director, CBS Inc., Hollywood, is celebrating his 25th year with the network.

► PHIL LALONDE, general manager CKAC Montreal, Que., is observing his 25th year with the station.

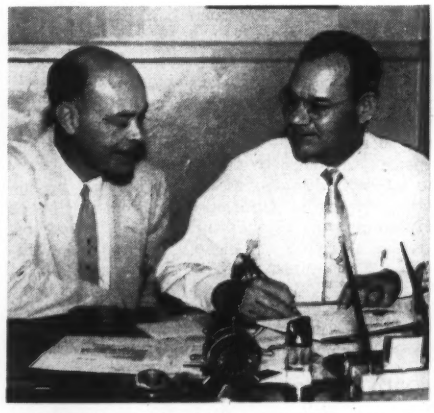
► WILFRED O'BRIEN and ALFRED BALLING, engineers, are celebrating their 25th anniversaries with Stromberg-Carlson stations WHAM-AM-TV and WHFM (FM) Rochester, N. Y.

► WMEX Boston, Mass., marks its 20th year on the air this month.

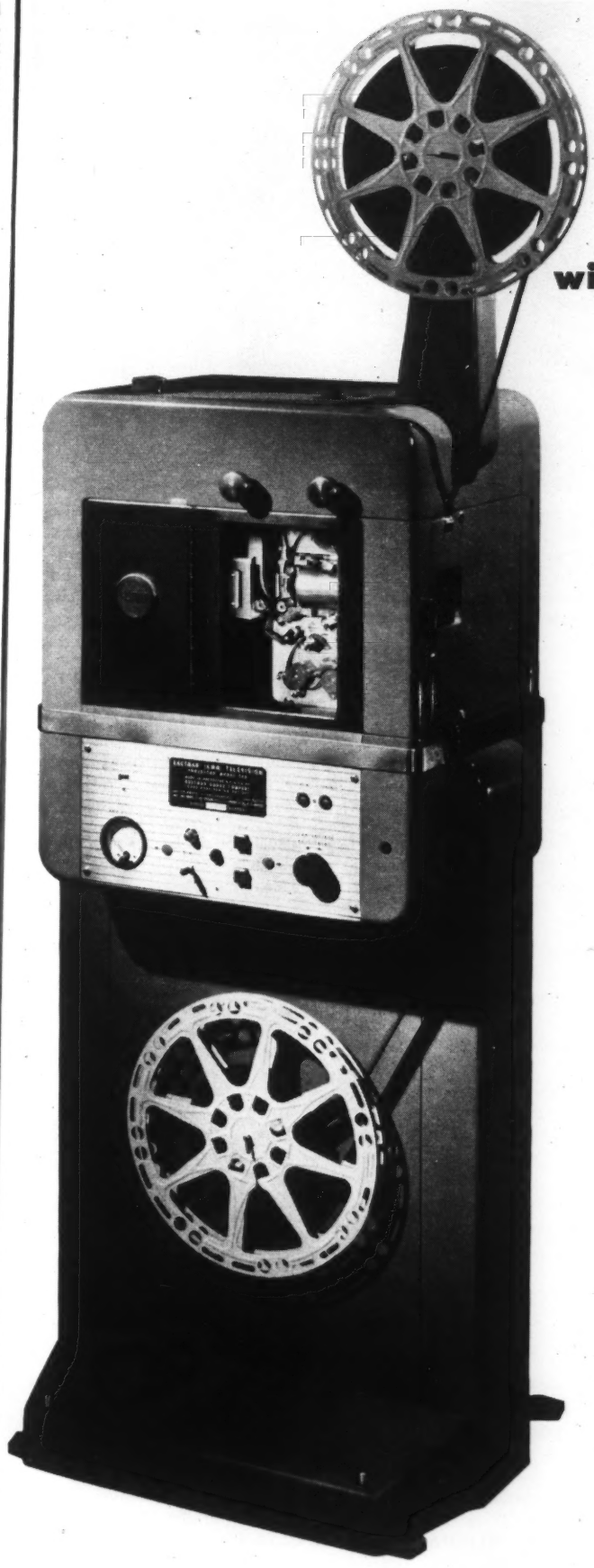
► HENRY WEBER, musical director, WGN-AM-TV Chicago, presented scroll on his 20th anniversary with the organization.

► LARRY LORENZ G. WOLTERS is observing his 25th anniversary as radio editor of the *Chicago Tribune*.

► MALCOLM McCORMACK, farm director for WBZ-WBZA Boston-Springfield, Mass., recently received a 25-year pin for his years of



STARTING 12th year on WIOD Miami, Jodean P. Cash (r), president of Fuchs Baking Co., signs 52-week renewal contract with Robert L. Fidlar, WIOD commercial manager, for a saturation spot campaign on behalf of Holsum bread.



FIRST CHOICE

with Sponsor and Station . . .

With more and more money invested in film, advertisers are demanding better and better projection—insisting upon maximum quality at the tube—*quickest possible reaction to selling messages.* As a result, they favor stations using the Eastman 16mm. Projector, Model 250.

Six reasons why the EASTMAN 16MM. TELEVISION PROJECTOR, Model 250, rates A-1 with everyone . . .

1. Variable Transformer permits raising or lowering level of illumination to accommodate material used. Tungsten light source—protected by standby lamp.

2. Increased Signal Strength: Optical system allows use of high red and infrared absorbing filter. Assures clearer pictures, greater signal strength.

3. Still-Frame Projection: With unwanted radiation removed, and separate drive for shutter, single frame of film can be left indefinitely in gate.

4. Refined Sound System with low flutter and distortion gives optimum results for either emulsion position.

5. Projection Optics: An *f*/1.5 optical system corrected for the 12:1 magnification required by television provides truly high resolution.

6. Lower Maintenance. Heavy-duty mechanism designed for long life, trouble-free operation, minimizes repairs. Model 250 is available for prompt delivery.

For further information address:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

WHLI
THE LONG ISLAND STORY

DOMINATES
Long Island's Big, Rich
NASSAU COUNTY

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$7,582
INCOME PER FAMILY
(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"
AM 1100 WHLI FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

SEVEN HUNDRED guests showed up to help devour this multi-tiered birthday cake at the annual party staged last month by WNHC-AM-FM-TV New Haven and WHAY New Britain, both Conn., at Holiday Hill, Cheshire, Conn. Officers of the corporation controlling the stations about to enjoy some of the refreshments are (l to r): Ed Taddei, executive vice president; Patrick Goode, president, and Aldo DeDominicis, treasurer and general manager of the corporation.

service with the organization.

► KTUC Tucson, Ariz., is celebrating its 25th anniversary.

► REG HARRIS, studio supervisor, WIP Philadephia, is celebrating his 20th year with the station. Also observing milestones with the station are BILL MANNS, announcer, and CHARLIE DROCK, staff engineer, 12 years each, and JOHN MAXWELL, 11 years.

► CARLTON BROWN, supervisor of transmitters, and ROBERT COE, transmitter operator, are celebrating their 15th and ninth anniversaries, respectively, with WDRC-AM-FM Hartford, Conn. JACK ZAIMAN, news commentator, is observing his 18th year with the stations. LEIF JENSEN, announcer, is observing his eighth anniversary, and CORINNE MATTES, assistant bookkeeper, has observed her third.

► KFUO St. Louis, Mo., owned by the Lutheran Church—Missouri Synod, celebrates its 30th year of broadcasting in December.

►TOM MOOREHEAD, announcer, WFIL-TV Philadelphia, is celebrating his 15th year with the station.

► THE COLLEGIANS, amateur theatrical aggregation, is celebrating its fifth year of performance over WMAR-TV Baltimore.

► BARNEY KEEP, disc m.c., is celebrating his 10th anniversary with KEX Portland, Ore.

►MILDRED FUNNELL and GLORIA BROWN, women's program personality team, are starting their 10th year together on WTAM Cleveland.

► WEEI Boston, is beginning its 30th year on the air. The only CBS Radio network-owned station in New England began operation September 29, 1924.

► WPEN Philadelphia celebrated its 25th anniversary with a cocktail party and buffet dinner for the station's employes.

► *CHICAGO THEATRE OF THE AIR* begins its 15th season of broadcasting this month.

► KRXL Roseburg, Ore., is beginning its fourth year on the air.

► VINCE LLOYD, sports announcer, WGN-AM-TV Chicago, is observing his fifth anniversary with the stations.

► ABC-TV's *Super Circus* marked its sixth birthday Oct. 3.

► BING CROSBY, singer, is celebrating his 20th year in broadcasting.

► KTUR Turlock, Calif., is observing its fifth anniversary.

► WOTW-AM-FM Nashua, N. H., last month completed seven years on the air.

► ROBERT WILLIS, ERIC HERUD, LEONARD MESSINA, and FRANK BUNETTA have received 10-year gold pins from the DuMont Television Network in recognition of their service to the company.

► ANN SELTMAN, traffic manager, WPTF Raleigh, N. C., has completed 10 years with the station.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

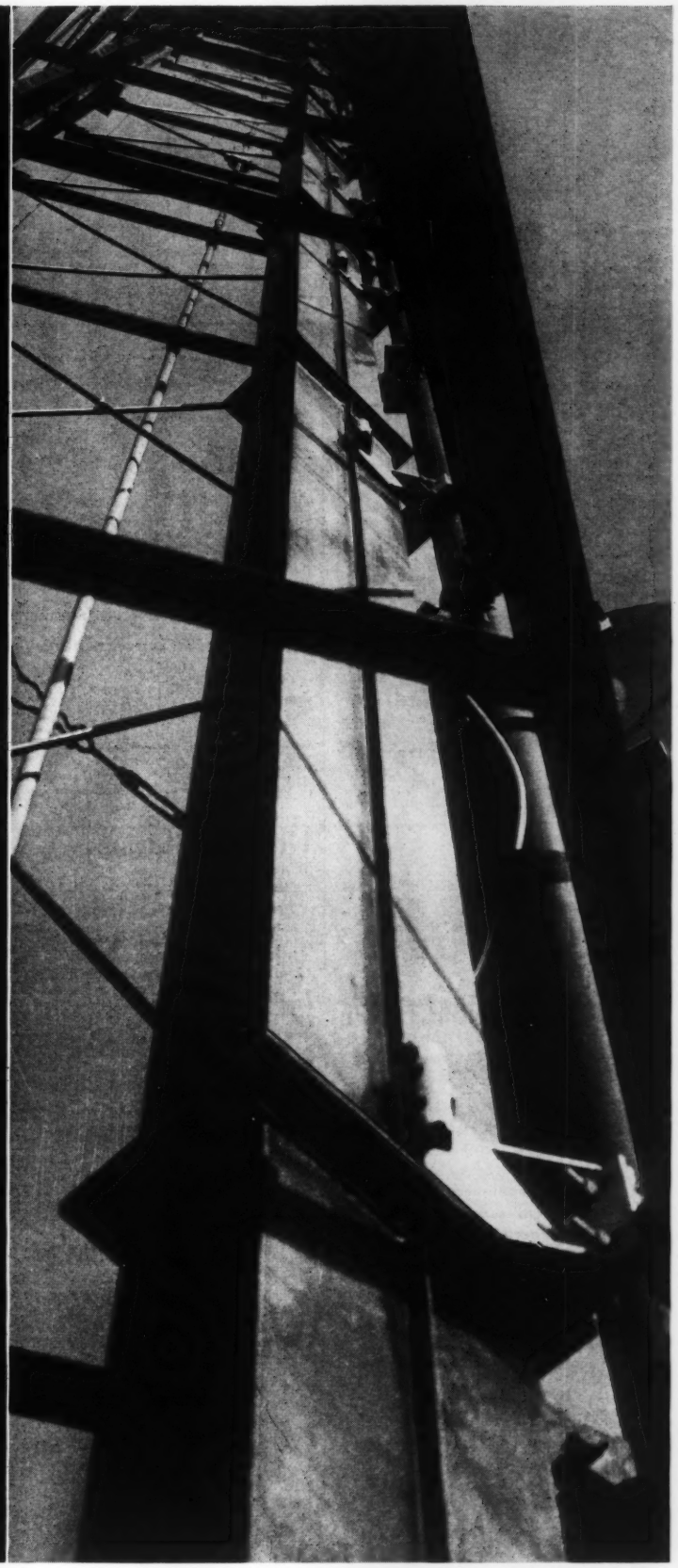
VSWR low enough for color television

- *New Andrew copper clad steel waveguide*
- *Andrew UHF Coaxial line*
- *Andrew high efficiency Steatite line for VHF*

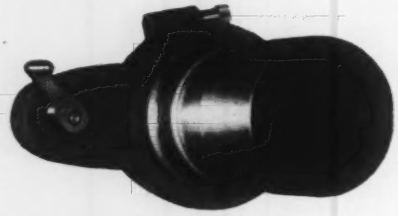
Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—

* Our high technical standards are backed by a 20 year record of accepting *systems* responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station *now* —and accept a contingent order to be placed through your transmitter manufacturer at a later date.



EXCITING NEW EFFECT!
The ROTATOR Lens



For TV and Film Cameras

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

Price: $150.00

CAMART OPTICAL FX UNIT

Create from 2 to 7 identical images in rotation, from a single object. Unit is complete with four surface prism, revolving housing, and base assembly.

Price: $119.75

Additional effects prisms available. Special adapters for TV Cameras. Send for descriptive literature.

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1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
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NOW!
lower distortion
with SOUNDCRAFT
PROFESSIONAL RECORDING TAPE
it's
micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**... polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*

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CORP.
Dept. Q-10A
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New York 22, N. Y.
*PAT. APPLIED FOR

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

October 7 through October 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 13

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,629	2,591	141	155	76
Fm	559	538	36	4	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	283	119	402
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[3]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 597 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Birmingham, Ala.—Alabama Educational Tv Commission (WEDM [TV] Munford) granted noncommercial educational vhf ch. 10 (192-198 mc); ERP 30.9 kw visual, 18.6 kw aural; antenna height above average terrain 530 ft., above ground 187 ft. Estimated construction cost $500, first year operating cost $30,000. Post office address 714 Protective Life Bldg., Birmingham. Studio and transmitter location Red Mountain, Birmingham. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **Raymond D. Hurlbert** and Secretary **Thomas D. Russell**, secretary-14.4% stockholders WRLD-AM-FM Lanett, Ala., owner of WRFS-AM-FM Alexander City, Ala., and 16⅔% stockholder WCFS Covington, Ga. Applicant will be furnished technical equipment and physical plant by WBRC-TV Birmingham. Granted Oct. 13.

APPLICATION

Lewiston, Idaho—Lewiston Tv Co., vhf ch. 3 (60-66 mc); ERP 1.49 kw visual, 0.75 kw aural; antenna height above average terrain 1107 ft., above ground 149 ft. Estimated construction cost $102,605, first year operating cost $120,000, revenue $150,000. Post office address 1411 Fourth Ave. Bldg., Seattle. Studio location to be determined. Transmitter location 3 miles N.W. of Clarkson, 2.5 miles S.W. of U. S. 195. Geographic coordinates 46° 27′ 25″ N. Lat., 117° 05′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is subsidiary of Cascade Bcstg. Co., owner of KIMA-AM-TV Yakima, Wash., 40% owner of KWIE Kennewick, Wash., and applicant for satellite station on ch. 19 at Pasco, Wash. Officers are Pres. **Thomas C. Bostic**, vice pres 16.5% owner of KIMA; Vice Pres. **J. Barry Watkinson**, engineer-0.5% owner of KIMA, and Sec.-Treas. **Frank E. Mitchell**, vice pres.-0.5% owner KIMA. **A. W. Talbot** is pres.-73.5% owner KIMA. Filed Oct. 8.

APPLICATION AMENDED

Jonesboro, Ark.—Harold E. King & Helen W. King d/b as Regional Bcstg. Co. amends bid for new tv station on ch. 8 to specify studio location as Route #2, Old Paragould Rd., on Hwy. #4, 1 mile E. of Jonesboro, and studio location to KTRM Building, 603 Madison. Filed Oct. 5.

Existing Tv Stations . . .

ACTIONS BY FCC

KAKE-TV Wichita, Kan.—KAKE-TV Inc. granted STA to operate commercially on ch. 10 for the period ending Jan. 29, 1955. Granted Oct. 6; announced Oct. 12.

WJTV (TV) Jackson, Miss.—Miss. Pub. Co. granted mod. of CP for ch. 25 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 720 ft. Granted Oct. 8; announced Oct. 12.

WNBF-TV Binghamton, N. Y.—Clark Associates Inc. granted mod. of CP for ch. 12 to change ERP to 166 kw visual, 83.2 kw aural; antenna height above average terrain 1,200 ft. Granted Oct. 8; announced Oct. 12.

APPLICATIONS

KQXI (TV) San Jose, Calif.—Standard Radio & Tv Co. seeks mod. of CP for ch. 11 to change ERP to 5.6 kw visual, 2.8 kw aural; antenna height above average terrain 2,769 ft. Filed Oct. 8.

WTVS (TV) Detroit, Mich.—Detroit Educational Tv seeks mod. of CP for noncommercial educational ch. 56 to change ERP to 219.4 kw visual, 119.4 kw aural; antenna height above average terrain 537.6 ft. Filed Oct. 8.

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RADIO and TELEVISION STATIONS
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ELDORADO 5-0405

WXEL (TV) Cleveland, Ohio—Empire Coil Co. seeks mod. of CP for ch. 8 to change ERP to 316 kw visual, 188.7 kw aural; antenna height above average terrain 1,000 ft. Filed Oct. 4.

KOIN-TV Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. seeks mod. of CP for ch. 6 to change transmitter location to 5516 S.W. Barnes Rd., Portland, and studio location to 140 S.W. Columbia, Portland. Filed Oct. 6.

WHTN-TV Huntington, W. Va.—Greater Huntington Radio Corp. seeks mod. of CP for ch. 13 to change ERP to 316 kw visual, 158 kw aural; transmitter location to approximately 13.6 miles S.W. of Huntington; antenna height above average terrain 1,271 ft. Filed Oct. 11.

STATIONS DELETED

WOSA-TV Wausau, Wis.—Alvin E. O'Konski. FCC deleted tv station on ch. 16 at request of attorney. Deleted Oct. 11.

WFRB (TV) Utica, N. Y.—Richard H. Balch granted request for cancellation of CP for new tv station on ch. 19. Deleted Oct. 8; announced Oct. 12.

CALL LETTERS ASSIGNED

WJBF (TV) North Augusta, Ga.—Ga.-Carolina Bcstg. Co., ch. 6. Changed from WJBF-TV.

WANE-TV Ft. Wayne, Ind.—Radio Ft. Wayne Inc., ch. 69.

WNDU-TV Notre Dame, Ind.—Michiana Telecasting Corp., ch. 46.

KSTF (TV) Scottsbluff, Neb.—Frontier Bcstg. Co., ch. 10.

WINR-TV Binghamton, N. Y.—Southern Tier Radio Service Inc., ch. 40.

New Am Stations . . .

ACTIONS BY FCC

Delta, Colo.—Monarch Bcstg. Co. granted 1400 kc, 250 w unlimited. Post office address % D. E. Towne, 1410 N. 18th St., Grand Junction, Colo. Estimated construction cost $10,517, first year operating cost $36,879, revenue $42,000. Principals include President **D. E. Towne** (62%), KEXO Grand Junction chief engineer; **William Pozun** (14%), manufacturer of redwood specialties, and **C. J. Pozun** (14%), manufacturer of redwood specialties. Granted Oct. 6.

Baxley, Ga.—Farnell O'Quinn granted 1260 kc, 1 kw daytime. Post office address Baxley, Ga. Estimated construction cost $18,900, first year operating cost $18,000, revenue $30,000. Mr. O'Quinn is general manager and 25% stockholder of local department store. Granted Oct. 6.

Columbia, Mo.—Cecil W. Roberts granted 1580 kc, 250 w daytime. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $11,000, first year operating cost $30,000, revenue $40,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., KCRB Chanute, Kan., and WBLN-TV Bloomington, Ill. Granted Oct. 6.

Jackson, Tenn.—Dr. Alexander Leech and William E. Leech d/b as Jackson Bcstg. Co. granted 1460 kc, 1 kw daytime. Post office address Elks Building, Jackson. Estimated construction cost $15,500, first year operating cost $30,000, revenue $42,000. Principals include **Dr. Alexander Leech** (½), veterinary clinic, and **William E. Leech,** attorney. Granted Oct. 6.

Salt Lake City, Utah—William W. Phillips granted 860 kc, 1 kw daytime. Post office address 1379 Blaine Ave. Estimated construction cost $26,140, first year operating cost $29,000, revenue $38,500. Mr. Phillips is former radio parts distributor. Granted Oct. 6.

Andrews, Tex.—Joseph E. Young & Archie W. Holman d/b Andrews Bcstrs. granted 1360 kc, 500 w daytime. Post office address % Joseph E. Young, Andrews. Estimated construction cost $13,650, first year operating cost $14,400, revenue $20,000. Principals in general partnership include **Joseph E. Young** (½), employe at KERB Kermit, Tex., and **Archie W. Holman** (½), lumber company owner. Granted Oct. 6.

APPLICATIONS

Georgetown, Del.—Rollins Bcstg. Inc., 1250 kc, 1 kw daytime. Post office address Moore Bldg., Rehoboth Beach, Del. Application is contingent on move of WJWL Georgetown to Philadelphia. Applicant proposes to use all existing equipment and other facilities of WJWL and therefore no expenditures are involved. Applicant owns WJWL; WRAD Radford, Va.; WNJR Newark, N. J.; WHRN-AM-TV Dover, Del.; WRAP Norfolk, Va., and WAMS Wilmington, Del. Principals include Pres. **O. Wayne Rollins** (50%); Vice Pres. **John W. Rollins** (45%), and Treas. **Katherine E. Rollins** (5%). Filed Oct. 7.

Madison, Ga.—David Leonard Hitchcock, 1250 kc, 1 kw daytime. Post office address Beacon Heights, Madison. Estimated construction cost $15,650, first year operating cost $10,140, revenue $100. Mr. Hitchcock is owner of local electrical appliance company. Filed Oct. 7.

Greenville, Miss.—Delta-Democrat Pub. Co., 900 kc, 1 kw daytime. Post office address P. O. Box 665, Greenville. Estimated construction cost $16,800, first year operating cost $50,000, revenue $60,000. Principals include Pres. **William Holding Carter Jr.** (34.05%), journalist; Vice Pres. **Betty W. Carter,** and Sec.-Treas. **John T. Gibson** (24.95%), general manager of Delta-Democrat Pub. Co., a newspaper. Filed Oct. 5.

Klamath Falls, Ore.—C. E. Wilson, P. D. Jackson & W. H. Hansen d/b as K-Lad Bcstrs., 900 kc, 1 kw daytime. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $12,650, first year operating cost $48,000, revenue $52,000. Principals in equal partnership include **C. E. Wilson** (⅓); **P. D. Jackson** (⅓), and **W. H. Hansen** (⅓). All are associated in the ownership of KBOY Medford, Ore. Filed Oct. 6.

Ocean Lake, Ore.—Lincoln Electronics Inc., 1230 kc, 250 w unlimited. Post office address 816 Weatherly Bldg., Portland, Ore. Estimated construction cost $15,000, first year operating cost $28,200, revenue $33,000. Principals include Pres. **Robert G. Beattie** (⅓), chief engineer at KPDQ Portland; Vice Pres. **Willard L. Guthrie** (⅓), KPDQ program director, and **Pat (Sheldon) Mason** (⅓), skating rink and ballroom owner. Filed Oct. 4.

Gresham, Ore.—C. H. Fisher & Edna E. Fisher d/b as Multnomah Bcstrs., 1230 kc, 250 w unlimited. Post office address 3540 New Klickitat St., Portland, Ore. Estimated construction cost $20,000, first year operating cost $50,000, revenue $60,000. Principals in equal partnership include **C. H. Fisher** (50%), owner of KIHR Hood River, and ⅓ owner KVAL-TV Eugene, both in Oregon, and his wife **Edna E. Fisher** (50%). Mr. & Mrs. Fisher are equal partners in bid for new am station at The Dalles, Ore. Filed Oct. 4.

APPLICATIONS AMENDED

Paducah, Ky.—E. Weaks McKinney-Smith amends bid for new am station on 1560 kc 500 w unlimited, directional to specify 1 kw. Filed Oct. 7.

Ephrata, Pa.—Garden Spot Bcstrs. Inc. amends bid for new am station on 1310 kc 1 kw daytime, directional to specify 500 w. Filed Oct. 7.

McMinnville, Tenn.—Cumberland Valley Bcstg. Co. amends bid for new am station on 580 kc 1 kw daytime to specify 960 kc 500 w. Filed Oct. 11.

Existing Am Stations . . .

ACTIONS BY FCC

WNES Central City, Ky.—Muhlenberg Bcstg. Co. granted mod. of CP to change transmitter location to east side of U. S. Hwy. 62, approx. 1.3 miles S of city limits and change studio location to site to be determined. Granted Oct. 4; announced Oct. 12.

WINN Louisville, Ky.—Kentucky Bcstg. Corp. granted CP to change transmitter location to Lexington Rd. & Grinstead Drive, Lexington. Granted Oct. 7; announced Oct. 12.

KBRL McCook, Neb.—The McCook Bcstg. Co. granted CP to change from 1450 kc 250 w unlimited to 1300 kc 1 kw daytime. Granted Oct. 6.

WBUY Lexington, N. C.—Davidson County Bcstg. Co. granted CP to change from 1450 kc 250 w unlimited to 1440 kc 5 kw daytime. Granted Oct. 6.

WDKD Kingstree, S. C.—Palmetto Bcstg. Co. granted CP to change from 1300 kc 1 kw day to 1310 kc 5 kw day. Granted Oct. 6.

KRKL Kirkland, Wash.—East Side Bcstg. Co. granted CP to change from 250 w daytime to 1 kw daytime on 1050 kc. Granted Oct. 6.

KDPR Casper, Wyo.—Donald L. Hathaway granted CP to change from 1 kw unlimited to 1 kw night, 5 kw daytime, unlimited on 1470 kc. Granted Oct. 6.

APPLICATIONS

KCLS Flagstaff, Ariz.—Charles J. Saunders tr/as Saunders Bcstg. Co. amends bid to change from 1360 kc to 600 kc to specify 500 w night, directional, and 5 kw day. Filed Oct. 7.

KOSI Aurora, Colo.—David M. Segal tr/as Mid-America Bcstg. Co. seeks mod. of CP to change from 1 kw to 5 kw on 1430 kc. Filed Oct. 9.

WJWL Georgetown, Del.—Rollins Bcstg. Inc. seeks CP to change studio and transmitter location to Philadelphia. Filed Oct. 7.

WOPA Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. & Egmont Sonderling d/b as Village Bcstg. Co. amends bid to change transmitter location from Oak Park to Chicago to specify deletion of Oak Park Arms Hotel from partnership. Filed Oct. 7.

KOEL Olewein, Iowa—Northeast Iowa Radio Corp. seeks CP to change from 500 w daytime, directional to 1 kw daytime, directional. Filed Oct. 4.

New Fm Station . . .

ACTION BY FCC

Bakersfield, Calif.—KLEF Bcstrs. granted CP for new class B fm station on ch. 223 (92.5 mc); ERP 16.5 kw; antenna height above average terrain 360 ft. Granted Oct. 6.

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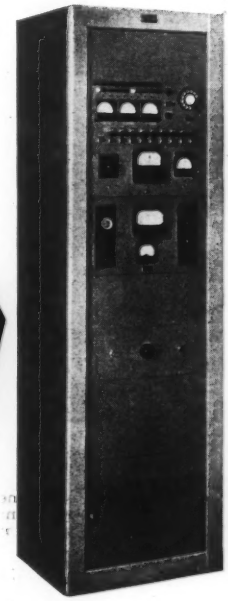

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Existing Fm Stations . . .

ACTIONS BY FCC

KSON-FM San Diego, Calif.—KSON Bcstrs. granted mod. of CP to change to ch. 284 (104.7 mc). Granted Oct. 6; announced Oct. 12.

WHBF-FM Rock Island, Ill.—Rock Island Bcstg. Co. granted STA to permit operation from 6:00 p.m. to midnight for period ending March 31, 1955. Granted Oct. 4; announced Oct. 12.

Ownership Changes . . .

ACTIONS BY FCC

KFSD-AM-TV San Diego, Calif.—Airfan Radio Corp. granted transfer of control to KFSD Inc. for $2.2 million plus [B•T, Aug. 21]. KFSD Inc. is new firm controlled by New York investment house of Fox, Wells & Co., part owner ch. 14 WWOR-TV Worcester, Mass. Granted Oct. 13.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. granted voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), former owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordnance works foreman. Granted Sept. 8. [B•T had erroneously reported S. A. Chesley to be present owner of KJOE. KJOE is presently owned by Audiocasting Inc.]

WLEX-TV Lexington, Ky.—Central Ky. Bcstg. Co. granted assignment of CP to WLEX-TV Inc. No consideration involved as principals retain identical interests. Granted Sept. 27; announced Oct. 6.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones granted assignment of CP to Ponce de Leon Bctsg. Co. of P. R. for $20,000 in equipment. Mr. Quinones retains 78% interest. Other principals include **Goar Mestre** (8%), **Abel Mestre** (6%), and **Luis August Mestre** (6%); all are principals in CMQ-AM-TV Havana and the Circuito CMQ radio-tv networks. Granted Oct. 6.

WJZM Clarksville, Tenn.—Elmer T. Campbell and John Parry Sheftall d/b as Campbell & Sheftall granted involuntary assignment of license to new partnership of same name composed of Mr. Sheftall and Gladys W. Campbell, executor and heiress of estate of Mr. Campbell, deceased. Granted Oct. 13.

KNEL Brady, Tex.—G. L. Burns granted involuntary assignment of license to Geno M. Burns, executor of the estate of G. L. Burns (100%), deceased. Granted Oct. 4; announced Oct. 12.

KCYL Lampasas, Tex.—Lampasas Bcstg. Corp. granted voluntary acquisition of negative control of licensee by both James E. Nugent and Dean Turner through purchase of 12.8% interest for $5,400. Granted Oct. 4; announced Oct. 12.

KDAV Lubbock, Tex. — Western Bcstg. Co. granted assignment of license to limited partnership of David P. Pinkston (50%), Leroy Elmore (30%), & David R. Worley (20%) d/b as KDAV Ltd. Granted Oct. 1; announced Oct. 6.

WIRO Ironton, Ohio—Iron City Bcstg. Co. Firm in July was granted transfer of control to C. A. Baker and Clinton E. McElroy through purchase remaining 50% interest of Theodore M. Nelson and William P. Shannon for $17,000. In B•T July 19 it was reported incorrectly that Mr. Baker becomes sole owner. He now shares ownership (50% each) with Mr. McElroy. Granted July 14.

APPLICATIONS

WPRY Perry, Fla.—E. P. Martin, A. B. Martin, Elmo B. Kitt, John A. Branch & John D. Goff d/b as Pasco Bcstg. Co. seeks voluntary assignment to identical partnership d/b as Taylor County Bcstg. Co. Principals also own WDCP Dade City, Fla. Filed Oct. 10.

WEBQ-AM-FM Harrisburg, Ill. — Harrisburg Bcstg. Co. seeks voluntary assignment to parent company First Trust Association. Filed Oct. 8.

KFBI Wichita, Kan.—KFBI Inc. seeks voluntary transfer of control to Hutchinson Tv Inc., operator of KTVH (TV). KFBI stock will be exchanged for Hutchinson stock on a 2¾ shares for one share basis. Principals include President **W. D. P. Carey**; Vice President-Secretary **R. E. Dillon** and Vice President-Treasurer **John P. Harris.** Filed Oct. 1.

KATZ St. Louis, Mo.—Sam Johns tr/as St. Louis Bcstg. Co. seeks voluntary assignment of CP for new am on 1600 kc 1 kw daytime to Cora Lee Garrett (51%) & Bernice Schwartz (49%) d/b as St. Louis Bcstg. Co. for $1,170 for expenses incurred in acquiring the permit.

KGFW Kearney, Neb. — Central Neb. Bcstg. Corp. seeks voluntary assignment to partnership d/b as Central Neb. Bcstg. Co. for $96,508. Principals in partnership include **George Peterson** (20%), real estate and restaurateur; **George Kotsiopulos** (20%), dry cleaning; **Peter J. Paul** (20%), retaurateur; **A. C. Mitchell** (10%), real estate; **George Mitchell** (10%), government employe, and **John C. Mitchell** (10%), attorney. Filed Oct. 1.

WHLD-AM-FM Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co. seeks voluntary assignment of license to Earl C. Hull for $5,000. Mr. Hull is vice president of Niagara Falls Gazette, in charge of radio. Filed Oct. 1.

Hearing Cases . . .

INITIAL DECISION

Waco, Tex.—New tv, ch. 10. FCC Hearing Examiner John B. Poindexter issued initial decision looking toward grant of the application of KWTX for a new tv station on ch. 10 in Waco, Texas, and denial of the application of WACO Television Corp. for the same facilities. Action Oct. 7.

OTHER ACTIONS

Daytime Skywave—On petition of WLAC Nashville, Tenn., filed Sept. 29, the Commission extended to Dec. 6 the date for filing comments in the matter of the daytime skywave proceeding (Docket 8333), and the date for filing replies to such comments was extended to Dec. 16. Action Oct. 6.

High Frequency Broadcast Band Allocations—FCC finalized its proposed rule making of Aug. 5, and amended Part 2 of its rules concerning the allocation of frequencies in the bands 5950-6200 kc, 9500-9775 kc, 11700-11975 kc, 15100-15450 kc and 17700-17900 kc for high frequency broadcasting in conformity with international agreement, effective Dec. 2. Action Oct. 6.

WMGT (TV) North Adams, Mass.—FCC denied petition of WMGT (TV) North Adams, Mass., filed Sept. 17, for waiver of rules and for a special temporary authorization to operate on ch. 19 (now assigned to Utica, N. Y.), in lieu of ch. 74. Proposed rule making to effect this channel change was adopted Sept. 29, 1954. Action Oct. 6.

Raleigh, N. C.—Ch. 5 proceeding. By memorandum opinion and order the Commission reversed the hearing examiner's ruling rejecting certain points of reliance of WPTF and Capitol Bcstg. Co. in the proceeding affecting their applications for new tv station on ch. 5 at Raleigh, N. C., insofar as the effect of such ruling is to bar the introduction of proper evidence on the questions raised for comparative purposes; denied their petitions and motions in other respects. Action Oct. 7.

Oral Arguments—FCC scheduled the following oral arguments for Oct. 25:

Corpus Christi, Tex.—Ch. 6, Baptist General Convention of Tex., KRIS.

Sacramento, Calif.—Ch. 3, KCRA Inc., Sacramento Bcstrs. Inc.

Shreveport, La.—Ch. 3, KTBS Inc., International Bcstg. Corp.

Chester, Pa.—Bid of WVCH to change from 250 w day to 1 kw day on 740 kc; WBMD intervenor. Action Oct. 7.

Tv Assignment—FCC by memorandum opinion and order, denied petition of KTVE (TV), ch. 32, Longview, Tex., filed July 19, requesting amendment to Sec. 3.606 of the rules governing tv channel assignments, to delete ch. 7 from Tyler, Tex., on which CP is held by KLTV (TV). Action Oct. 6.

Tv Assignments—The Commission invited comments on or before Nov. 12 to the following conflicting rule making proposals: (1) petition of June 4, by Elmira Television, Elmira, N. Y., to add tv ch. 9 to that city, and (2) proposal of June 24 by Williamsport Radio Bcstg. Associates Inc., to assign ch. 9 to Blossburg, Pa. Comr. Hennock abstained from voting. Action Oct. 6.

Memphis, Tenn.—FCC Comr. Robert T. Bartley granted petition of Southern Bcstg. Service for dismissal without prejudice of its bid for new am station on 730 kc 250 w daytime. Action Oct. 5; announced Oct. 8.

Houston-Galveston, Tex.—FCC by order denied request by Houston Consolidated Television Co., KTLJ (TV), permittee of ch. 13, Houston, Tex., for temporary stay of grants to Gulf Television Co. (KGUL-TV), Galveston, Tex., for mod. of CP to change transmitter site and for license, and granted request of KGUL-TV for additional time until Oct. 19 to reply to the protest and petition of KTLJ. Action Oct. 13.

Thermopolis, Wyo. — Thermopolis Bcstg. Co.; Mildred V. Ernst. FCC granted petition of Thermopolis for leave to amend its application to specify 1050 kc daytime only in lieu of 1240 kc, U; submit new programming information, etc.; application as amended was removed from hearing docket; retained in hearing application of Ernst. Action Oct. 8.

Routine Roundup . . .

ACCEPTED FOR FILING

Modification of CP

WESO Southbridge, Mass., James W. Miller—Mod. of CP (BP-8449) which authorized a new standard broadcast station for extension of completion date (BMP-6659).

Remote Control

KWTX Waco, Tex., KWTX Bcstg. Co.—(BRC-550).

Modification of CP

WTVI (TV) Belleville, Ill., Signal Hill Telecasting Corp.—Mod. of CP (BPCT-1381) as mod., which authorized new tv station for extension of completion date to 1-31-55 (BMPCT-2533).

WABD (TV) New York, N. Y., Allen B. DuMont Laboratories Inc.—Mod. of CP (BPCT-657) as mod., which authorized changes in existing tv station for extension of completion date to 4-6-55 (BMPCT-2534).

Application Returned

KNEL Brady, Tex., Gene M. Burns, Independent executor of the estate of G. L. Burns, deceased—Voluntary assignment of license to Ruth Burns.

October 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Post, Tex., Wallace Simpson—Granted petition for leave to amend his application (Docket 11128; BP-9204) to specify 1370 kc, 500 w, D in lieu of 1220 kc, 250 w, D, and application as amended, was removed from hearing docket (Action of 10/5).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—The examiner, on his own motion, continued from Oct. 11 to Nov. 1, the hearing in re tv ch. 2 (Dockets 10980-81).

By Hearing Examiner James D. Cunningham

The examiner, on his own motion, pending decision by the Commission on petition of the Broadcast Bureau for enlargement of the issues and reopening of the record in proceeding re applications of WMID Atlantic City (Dockets 11045-46), ordered that the final date (Oct. 18) heretofore specified for the parties to file proposed findings on said record, and for oral argument or the possible taking of testimony with regard to petition of WMID for reopening of the record and acceptance of certain exhibits, are postponed until further order (Action of 10/6).

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition to amend its application (Docket 10639; BP-8569) in minor respects (Action taken 10/5).

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October 8 Applications

ACCEPTED FOR FILING

License for CP

WRWB Kissimmee, Fla., Emerson W. Browne tr/as Radio Station WRWB—License to cover CP (BP-9189) as mod., which authorized a new standard broadcast station (BL-5468).

KTCB Malden, Mo., Charles William Craft—License to cover CP (BP-9307) as mod., which authorized new standard broadcast station (BL-5462).

WKBS Mineola, N. Y., Key Bcstg. System Inc.—License to cover CP (BP-8826) as mod., which authorized change antenna, transmitter and studio location (BL-5470).

WTYN Tryon, N. C., Mildred Allen and Edithe Mooneyham d/b as Thermal Bcstg. Co.—License to cover CP (BP-9132) as mod., which authorized new standard broadcast station (BL-5467).

WOHO Toledo, Ohio, The Midwestern Bcstg. Co.—License to cover CP (BP-5421) as mod., which authorized new standard broadcast station and specify studio location as 2965 Pickle St., Toledo (BL-5471).

KERG Eugene, Ore., Guard Pub. Co.—License to cover CP (BP-9240) as mod., which authorized increase daytime power from 1 kw to 5 kw and change type transmitter (BL-5466).

WRGS Rogersville, Tenn., John E. Beal, Charles W. Beal, Fred T. Beal and Harry M. Beal d/b as Rogersville Bcstg. Co.—License to cover CP (BP-8807) as mod., which authorized new standard broadcast station (BL-5465).

Remote Control

WHEC Rochester, N. Y., WHEC Inc.—(Main) (BRC-551).

WHEC Rochester, N. Y., WHEC Inc.—(Auxiliary) (BRC-552).

Renewal of License

WGNC Gastonia, N. C., Catherine T. McSwain—(BR-998).

WHKP Hendersonville, N. C., Radio Hendersonville Inc.—(BR-1405).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—(BR-2961).

License for CP

WJW-FM Cleveland, Ohio, WJW Inc.—License to cover CP (BPH-1961) which authorized changes in licensed station (BLH-999).

WJPB (FM) Fairmont, W. Va., Fairmont Bstcg. Co.—License to cover CP (BPH-1966) which replaced expired permit (BLH-998).

October 11 Applications

ACCEPTED FOR FILING

License for CP

WETU Wetumpka, Ala., Elmore Service Corp.—License to cover CP (BP-8936) as mod., which authorized new standard broadcast station (BL-5477).

WMYR Fort Myers, Fla., Robert Hecksher—License to cover CP (BP-8990) which authorized change hours of operation from daytime to unlimited using power of 500 w night and installation of DA for night use only (BL-5457).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—License to cover CP (BP-8708) as mod., which authorized new standard broadcast station (BL-5459).

WRCD Dalton, Ga., James Q. Honey and Kenneth H. Flynt d/b as Whitfield Bcstg. Co.—License to cover CP (BP-9011) as mod., which authorized new standard broadcast station (BL-5475).

KLEM Le Mars, Iowa, Charles E. Loving and Robert M. McKune d/b as B & B Bcstg. Co.—License to cover CP (BP-9177) which authorized new standard broadcast station (BL-5463).

WELY Ely, Minn., Charles B. Persons—License to cover CP (BP-9269) which authorized new standard broadcast station (BL-5460).

Detroit, Mich., Burns Avenue Baptist Church—Extension of authority to transmit programs from Burns Avenue Baptist Church at Detroit, Mich., to Station CKLW Windsor, Ontario, Canada, for period ending July 24, 1955 (BFP-251).

KAWL York, Neb., The Prairie States Bcstg. Co. Inc.—License to cover CP (BP-9199) which which authorized new standard broadcast station (BL-5464).

WSTV Steubenville, Oho., WSTV Inc.—License to cover CP (BP-8968) as mod., which authorized erection of a new tower, remove fm antenna, and change location 415 feet (BL-5476).

WFAR Farrell, Pa., Sanford A. Schafitz—License to cover CP (BP-7942) as mod., which authorized new standard broadcast station (BL-5458).

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—License to cover CP (BP-9319) as mod., which authorized change transmitter location and increase antenna height with fm antenna side mounted (BL-5474).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—License to cover CP (BP-8187) as mod., which authorized new standard broadcast station (BL-5473).

Renewal of License

WMAP Monroe, N. C., Union Bcstg. Corp.—(BR-1592).

WEEB Southern Pines, N. C., The Sandhill Community Bcstrs. Inc.—(BR-1616).

Remote Control

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—(BRC-553).

License for CP

KTKT-FM Tucson, Ariz., Thomas J. Wallace—License to cover CP (BPH-1912) as mod. (BLH-1000).

WBEN-FM Buffalo, N. Y., WBEN Inc.—License to cover CP (BPH-1953) which authorized changes in licensed station (BLH-1001).

WCAU-FM Philadelphia, Pa., WCAU Inc.—License to cover CP (BPH-1903) which authorized changes in licensed station (BLH-1002).

Renewal of License

WLOS-FM Asheville, N. C., Skyway Bcstg. Co.—(BRH-313).

Modification of CP

KTTV (TV) Los Angeles, Calif., KTTV Inc.—Mod. of CP (BPCT-1756) which authorized changes in facilities of existing tv station for extension of completion date to 5-3-55 (BMPCT-2537).

WHO-TV Des Moines, Iowa, Central Bcstg. Co.—Mod. of CP (BPCT-334) as mod., which authorized new tv station for extension of completion date to 2-3-55 (BMPCT-2538).

KFUO-TV Clayton, Mo., The Lutheran Church, Missouri Synod—Mod. of CP (BPCT-404) as mod., which authorized new tv station for extention of completion date to 3-4-55 (BMPCT-2540).

WNAO-TV Raleigh, N. C., Sir Walter Television Co.—Mod. of CP (BPCT-1156) as mod., which authorized new tv station for extension of completion date to 3-7-55 (BMPCT-2539).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. of CP (BPCT-819) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 1-30-55 (BMPCT-2526).

APPLICATIONS RETURNED

Clifton, Ariz., Henry Chester Darwin tr/as Darwin Bcstg. Co.—CP for new standard broadcast station on 1450 kc with power of 250 w and limited hours of operation.

WLOS Asheville, N. C., Skyway Bcstg. Co.—(BR-1623).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—(BR-2965).

October 12 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Robert T. Bartley

Commonwealth Bcstg. Corp.—Granted request to dismiss its petition filed Aug. 24, entitled "Complaint, Petition to Delay Action and Request for Other Relief" in proceeding re applications of Beachview Bcstg. Corp. et al. for ch. 10 (Docket 10800-01).

By Hearing Examiner Elizabeth C. Smith

Irwin, Pa., Irwin Community Tv Co.—Granted motion for continuance to Oct. 13 of hearing re tv ch. 4 (Dockets 11007 et al).

By Hearing Examiner Fanney N. Litvin

Little Rock, Ark., Arkansas Tv Co.—Granted motion for continuance of hearing in re ch. 11, from Oct. 11 to Oct. 14 (Docket 10610-11).

By Hearing Examiner Annie Neal Huntting

Issued a Statement Concerning Informal Conference held Oct. 7 in re applications of Port Arthur College and Smith Radio Co., applicants for ch. 4 at Port Arthur, Tex.; the examiner agreed, upon request of applicants, to withhold action upon their petitions to amend filed Sept. 11 and July 16, in view of the fact that each applicant wishes further to amend its application to bring it up to date. It was agreed petitions for this purpose should be filed on or before Nov. 12 (Dockets 10285, 10352).

By Hearing Examiner Thomas H. Donahue

Hatfield, Ind., Owensboro On The Air Inc., Owensboro Pub. Co.—The examiner, on his own motion, continued from Oct. 12 to Nov. 8 the hearing in re ch. 9 (Docket 10982-83).

THE TURNER 50D-TV ARISTOCRAT

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By Hearing Examiner Herbert Sharfman

Chicago, Ill., Zenith Radio Corp.—Issued an order revising timetable in Hearing Order of June 30 re proceeding for ch. 2 (Dockets 8917 et al), as follows: Applicants to exchange written cases by Oct. 18; parties to notify each other of witnesses to be produced for cross examination by Oct. 25, and testimony to start Nov. 1.

By Hearing Examiner James D. Cunningham

San Antonio, Tex., The Walmac Co.—Granted petition to extend periods heretofore specified for filing proposed findings and replies in proceeding re ch. 12, to Oct. 25 and Nov. 8 (Docket 11000-01).

By Hearing Examiner H. Gifford Irion

Issued a Statement and Order Governing Hearing in re applications of Great Lakes Television Inc., et al. for ch. 7 in Buffalo, N. Y. (Dockets 10968 et al).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions Taken Oct. 4

Granted License

WFPK (FM) Louisville, Ky., Board of Trustees, Louisville Free Public Library—Granted license for new noncommercial fm station; ch. 220 (91.9 mc); 19.5 kw, U (BLED-156).

Modification of CP

The following were granted extensions of completion dates as shown:

KSPG Tulsa, Okla., to 4-4-55; KULA-TV Honolulu, to 5-1-55; KPAR-TV Sweetwater, Texas, to 4-26-55.

Remote Control

The following were granted authority to operate transmitters by remote control:

WAHR Miami Beach, Fla.; WAZL Hazelton, Pa.; WSAN-FM Allentown, Pa.

Actions of Oct. 8

Granted License

WBUT Butler, Pa., J. Patrick Beacom—Granted license covering change in facilities; 1050 kc, 250 w, D (BL-5408).

Modification of CP

WESO Southbridge, Mass., James W. Miller—Granted extension of completion date to 4-17-55; engineering condition (BMP-6659).

Remote Control

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted authority to operate transmitter by remote control.

WPJB-FM Providence, R. I., Providence Journal Co.—Granted authority to operate by remote control from WEAN transmitter, E. Providence.

Actions of Oct. 7

Granted License

WKMI Kalamazoo, Mich., Steere Bcstg. Co.—Granted license for change in facilities, install new transmitter and change to DA-2; 1 kw, 5 KW-LS, U on 1360 kc (BL-5338).

WHYY Philadelphia, Pa., Delaware Valley Educational Tv Corp.—Granted license for noncommercial educational fm station; ch. 215 (90.9 mc), ERP 20 kw, U (BLED-158).

KNOX Grand Forks, N. D., Community Radio Corp.—Granted license covering change in facilities, installation of new transmitter, DA for night use and change transmitter and main studio location; 1310 kc, 5 kw, U (BL-5364).

Granted CP

WINN Louisville, Ky., Kentucky Bcstg. Corp.—Granted CP to change transmitter location, install new transmitter and make changes in antenna system (BP-9404).

Remote Control

WHEC Rochester, N. Y., WHEC Inc.—Granted authority to operate main and aux. transmitters by remote control.

Actions of Oct. 6

Granted License

WDIA Memphis, Tenn., Bluff City Bcstg. Co.—Granted license covering change in facilities, etc., 1070 kc, 5 kw, 50 kw-LS, DA-2, U (BL-5341).

WOWO Fort Wayne, Ind., Westinghouse Bcstg. Co.—Granted license covering change in power to 50 kw, U, DA-N; change transmitter location and change name to Westinghouse Bcstg. Co, (BL-5310).

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—Granted license for am station; 1380 kc, 1 kw, D, DA (BL-5381).

KALW San Francisco, Calif., Board of Education of the San Francisco Unified School Dist.—Granted license covering changes in noncommercial educational fm station (BLED-157).

Remote Control

KWTX Waco, Tex., KWTX Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown:

KARK-TV to 4-20-55; WABD (TV) New York to 4-6-55; KLTV (TV) Tyler, Tex., to 3-1-55; WSTV-TV Steubenville, Ohio, to 4-12-55.

Actions of Oct. 5

Granted License

WRCM New Orleans, La., Supreme Bcstg. Co.—Granted license for fm station (BLH-997).

Modification of CP

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Granted mod. of CP to extend completion date to 4-11-55.

Remote Control

KIUN Pecos, Tex., Radio Station KIUN—Granted authority to operate transmitter by remote control.

October 12 Applications

ACCEPTED FOR FILING

Remote Control

WROM Rome Ga., Coosa Valley Radio Co.—(BRC-554).

Application Returned

WGR Buffalo, N. Y., WGR Corp.—Voluntary transfer of control of licensee corporation to George F. Goodyear et al (unnecessary).

License for CP

WEQR (FM) Goldsboro, N. C., Eastern Carolina Bcstg. Co.—License to cover construction permit (BPH-1933) which authorized changes in licensed station (BLH-1003).

CP

KUGN-FM Eugene, Ore., KUGN Inc.—Construction permit to replace construction permit (BPH-1642) as modified which expired July 4, 1954 (BPH-1971).

WHA-FM Madison, Wis., State of Wisconsin, State Radio Council—Construction permit to replace construction permit (BPED-238) which expired June 13, 1954 (BPED-263).

Remote Control

WPJB-FM Providence, R. I., Providence Journal Co.—Change Remote Control point to Rogers Williams Avenue, WEAN transmitter, East Providence, R. I. (BRCH-112).

Modification of CP

WSIL-TV Harrisburg, Ill., Turner-Farrar Association—Mod of CP (BPCT-1323) as mod., which authorized new tv station for extension of completion date to 4-15-55 (BMPCT-2543).

KYTV (TV) Springfield, Mo., Springfield Television Inc.—Mod. of CP (BPCT-800) as mod., which authorized new tv station for extension of completion date to 5-15-55 (BMPCT-2544).

KNOX-TV Grand Forks, N. D., Community Radio Corp.—Mod. of CP (BPCT-1760) which authorized new tv station for extension of completion date to 5-30-55 (BMPCT-2545).

Renewal of License

WFNC Fayetteville, N. C., Cape Fear Bcstg. Co.—(BR-1070).

Modification of CP

WKNA-TV Charleston, W. Va., Joe L. Smith Jr. Inc.—Mod. of CP (BPCT-591) as mod., which authorized new tv station for extension of completion date to 5-4-55 (BMPCT-2541).

October 13 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs., Klamath Falls Tv Inc.—The Examiner on his own motion ordered nunc pro tunc, that the date for the exchange of exhibits by counsel for KFJI and for the filing of exhibits by Klamath Falls Tv, with Examiner, is postponed from Oct. 6 to Oct. 27 (Dockets 10980-81). (Action of 10-12).

Bristol, Va., Appalachian Bcstg. Corp.; Tri-Cities Tv Corp., Bristol, Tenn.—Granted petition of Tri-Cities to the extent that the time for filing proposed findings in proceeding re ch. 5, is extended from Oct. 11 to Oct. 25, and the time for filing reply findings is extended from Oct. 26 to Nov. 8 (Dockets 10879-80). (Action of 10-11).

By Hearing Examiner Hugh B. Hutchison

Issued a notice of Pre-Hearing Conference to be held Oct. 15 in re applications of Greenwood Bcstg. Co. Inc., Chattanooga, Tenn., and Cherokee Bcstg. Co., Murphy, N. C., for am facilities (Dockets 11101-02).

Issued an Order setting forth matters agreed upon between all parties in the proceeding re applications of Mid-Cities Bcstrs., Arlington, Tex., Jessie Mae Cain, Grand Prairie, Tex., and KLIF Dallas, for am facilities (Dockets 11024 et al).

By Hearing Examiner Thomas H. Donahue

Issued an Order governing hearing in re applications of Television East Bay, et al, for ch. 2 in Oakland, Calif. (Dockets 8888 et al).

By Hearing Examiner Fanney N. Litvin

WOL Washington, D. C., Washington Bcstg. Co.—Granted petition for leave to amend its application for renewal of license for synchronous amplifier, to show specific details of applicant's experience in the operation of its synchronous amplifier; denied petition insofar as it requests removal from hearing docket (Docket 9967).

By Hearing Examiner J. D. Bond

Issued a Third Pre-Trial Order which shall govern the course of further proceedings to the extent indicated, in re applications of The Toledo Blade Co., et al. for ch. 11 in Toledo, Ohio (Dockets 11084 et al.); further conference shall convene Dec. 21.

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., James A. Noe and Co.—Granted petition for leave to amend its application for ch. 4, to reflect the resignation of Benton Paschall as general manager of proposed tv station and the substitution of James E. Gordon in such position (Dockets 10796 et al.).

Wilkinsburg, Pa., WCAE Inc.—Granted motion for extension of time to Oct. 12 in which to file opposition to petition for leave to amend application, filed by Allegheny Bcstg. Corp., re ch. 4 (Dockets 7287 et al.).

By Hearing Examiner James D. Cunningham

The Examiner, on his own motion, continued hearing conference in re applications of Matheson Radio Co. et al. for ch. 5 in Boston, Mass., from Oct. 18 to Oct. 26 (Dockets 8739 et al.).

AM AND TV BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Hyde, Bartley and Doerfer, took the following actions on October 13:

Renewal of License

The following were granted renewal of licenses for the regular period:

WCFV Clifton Forge, Va.; WACB Kittanning, Pa.; WWYO Pineville, W. Va.; WKIK Leonardtown, Md.

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Sales manager. Outstanding financial future and opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 979E, B•T.

Manager who can produce sales. Midwest station, may invest. Box 985E, B•T.

Salesman

Florida: Salesman. Fulltime independent. **Fine opportunity for energetic worker. Box 655E, B•T.**

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Salesman wanted. Must have good personality, and be able to produce for a station that really gets results. Send photograph and complete information, including salary requirements to Box 984E, B•T.

California. Experienced local salesman for established Fresno kw independent. $100 weekly guarantee plus commission, expenses. Send detailed experience, references and photo. Box 994E, B•T.

Salesman immediately for Washington, D. C. area independent. Must know radio and be ready for big-time market. Base guarantee against commission. State experience first letter. Box 6F, B•T.

Salesman wanted at once for full time southeastern major net affiliate. Box 39F, B•T.

Salesman for live wire Independent. Block of accounts to start with. Will give good salary and commission with incentive plan, plus car allowance. Call Sales Manager, WCOJ, Coatesville, Pa., 2100.

Radio salesman. Qualified man to take over one third local billing as starter. Salary plus commission. Must be experienced, reliable and mature. Leading station, Elmira area. Every company benefit, including paid retirement plan. Send resume. Commercial Manager, WENY, Elmira, New York.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

Virginia network station has opening for staff announcer. Want recent radio school graduate or beginner. Must have ability to develop. Starting salary $45.00 per week. Box 897E, B•T.

RADIO

Help Wanted—(Cont'd)

Good community mixer for radio-tv sports. Radio D.J. and staff. Experienced only, details, salary, snapshot, availability first letter. Box 38F, B•T.

Announcer. $80.00 per week starting salary at top rated independent station in college town. Paid hospitalization, vacations, sick leave, other benefits. Want experienced, production-minded announcer preferably from midwest. Permanent position with advancement. Send full details in letter with photo and tape to Max Bicknell, Program Director, KAYS, Hays, Kansas.

Wanted. Experienced radio announcer. Music-news station. Starting salary $65.00 increases $75.00 six months. Send qualifications: Manager, KCFH, Cuero, Texas.

Start $75 per week for experienced D.J. and staff man on progressive independent. Send audition, picture and complete details. Chad Lassiter, KNEA, Jonesboro, Arkansas.

Opening livewire morning man. $70.00 start. Raises. Must keep it fresh. Opening now. WMFC, Monroeville, Alabama.

5,000 watt NBC station needs D.J. and sports man in a hurry. Good deal to right man. Salary plus talent. Rush tape and photo to Jack Gale, WTMA, Charleston, South Carolina.

Need experienced announcer for music-news station. Contact Bill Gehlert, WTUX, Wilmington, Delaware.

Technical

Have opening soon for combo-chief engineer. KDLK, Del Rio, Texas. Phone 5-2431, P. O. Box 1162.

Chief engineer capable doing announcing. Qualified supervise 5 kw directional. Permanent position. KGHF, Pueblo, Colorado.

Chief engineer, capable of doing a limited schedule as a combination man. Must be experienced as a small station chief, or be well qualified to take over. Man willing to settle permanently in Hawaii preferred. Airmail replies to KMVI, Wailuku, Maui, T. H.

First class engineer-announcer, emphasis announcing. Permanent position. Ideal community. Send resume, tape, minimum salary requirements. WMVO, Mount Vernon, Ohio.

Technical personnel for tv and am newspaper owned operation. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

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KGUL-TV GALVESTON, TEXAS

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Expanding Illinois independent needs outstanding girl Friday. Copywriting, shorthand, typing, air work. No bookkeeping. Top salary. Extras. Future. Shoot resume, typing, shorthand speeds to Box 993E, B•T.

Experienced male continuity director. Midwest radio, vhf-tv station. Include photo with application. Box 7F, B•T.

Situations Wanted

Managerial

Experienced general manager, fifteen years, all phases radio, seeks permanency. Box 913E, B•T.

Manager, seven years excellent sales, announcing, 1st phone. Small market. Box 978E, B•T.

Young man with ideas for small market, future and challenge. Box 1F, B•T.

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

Station manager resigning network for independent station with future. Eleven years experience. New England preferred, all offers considered. Family man desirous of permanent location. Write Box 17F, B•T.

Sales-minded manager with proven ability prefers southeast. Just sold own small station. Can invest if required. For references, details, write Box 23F, B•T.

General-commercial manager. Now managing radio station in dual radio-tv ownership. Have strong faith in radio's ability to survive, sell and prosper. Ownership primarily interested in television. Therefore, desire position radio operation where 15 years experience local and national sales, programming and promotion will pay off to ownership and to me. Would welcome challenge of station down in ratings, local, national sales. Have beaten such situation in current position and can present documentation to prove it. Married, stable, best local and national references. Box 36F, B•T.

Salesman

Salesman: Georgian, employed, seven years experience commercial manager, programming, copywriting and announcing on local station. Age 30. College graduate. Write Box 966E, B•T. Prefer East Alabama or Southwest Georgia market.

College man, 29, seeks real sales opportunity. Experienced radio-television. Solid selling, not high pressure. Relocate in any area. Box 992E, B•T.

Account executive. University degree-Advertising. Five years radio sales experience. Presently sales manager. Desires change. Prefer station or rep., Manhattan, Philadelphia area. Outstanding salesman-executive. Box 16F, B•T.

Top-notch salesman, available November 1. Territory New York, plus some additional states. Presently selling radio time for local New York radio station. Top sales background, both in advertising and regular tangible lines. Seeking sales opportunity. Age 29, will travel, own car. Box 20F, B•T.

Salesman 4 years experience seeks opportunity with sound radio-tv station, best references. Box 21F, B•T.

Salesman. Seven years experience in sales and station management. Available immediately. Southeast. Box 24F, B•T.

Aggressive time salesman desires position radio or tv. Married. Excellent references. Box 25F, B•T.

Announcers

Announcer. Deejaying and newscasting at major market, middle Atlantic's leading independent. College graduate, 26, veteran. Desires large market northeast location. Box 933E, B•T.

Personality hillbilly D.J., singer, staff, operate board, 3rd class ticket, 4 years experience with top hillbilly stars, excellent references, presently employed, veteran, network voice, no beginner stations. Box 941E, B•T.

RADIO

Situations Wanted—(Cont'd)

Flexible, young announcer. Erudite delivery. Concentrated commercial experience every phase radio. Own piano show. Fortes . . . news writing —casting, selling your sponsors, perserverance for perfection. Proved capability southwesterly; desire distinctive operation native East. Exceptional references. Lightly conversant tv. To exchange information, phone Cedarhurst 9-1231, Lawrence, N. Y., or write Box 968E, B•T.

Morning spot. Good comic D.J. 1st ticket. Write copy! No riots, but good humor! Puns, poems, parodies, nerve! How does it sound? Box 975E, B•T.

Announcer, D.J., news. Radio school graduate. Second class ticket. Beginner in field. Will travel for start. Box 977E, B•T.

Announcer, experienced. Strong on news, play-by-play. Operate board. Conscientious worker. Tape & resume. Call Washington, D. C., Lincoln 6-3890 or write Box 980E, B•T.

Announcer. Five years experience news, D.J. Capable. Finest references; college graduate. Box 987E, B•T.

Staff announcer. Sportscaster, D.J., commercial talent. Single, travel, tape on request. Box 989E, B•T.

All around announcer. Strong D.J. and news. Familiar with 23C REL dual board and remotes. Experienced, single, vet, looking to settle. Tape. Box 990E, B•T.

Announcer with personality that sells. All 'round. 3½ years experience. Box 2F, B•T.

Staff announcer, presently employed. Experienced in all phases of announcing, including sports. Tape and resume immediately. Box 4F, B•T.

Announcer, deejay, news, commercials. Smooth, effective style. Some experience. Single, veteran, travel, tape, resume. Box 10F, B•T.

Staffman, sports, personality, limited experience, veteran. Available immediately. Tape. Box 11F, B•T.

Ex-Marine wishes broadcasting career. Single, versatile. Limited experience all phases. Tape, resume. Box 12F, B•T.

Top-notch daytime personality. 3 years experience, 3rd phone, presently employed, relaxed, strong on interviews, sports and ad-lib. Tape and resume on request. Box 14F, B•T.

Help announcer leave rut. 2½ years experience. Authoritative news, strong commercials. Record shows, or deejay. Sports color. Box 19F, B•T.

Hillbilly D.J.-farm director. Ex-rodeo cowboy, own western band. Five years radio, 3 same station, all phases. Not realizing potential. Box 30F, B•T.

Experienced chief announcer-producer. 12 years New England radio, top D.J. in each location. Currently PD. Seek better future. Box 35F, B•T.

Top staff man. General staff duties, plus dramatic production experience. Worked in Chicago. 25 years old, single, deferred, automobile. Tape on request. Don Braid, 729 S. Highland Avenue, Oak Park, Illinois.

Looking for permanency in northeast. Ray Cascone, WFPG, Steel Pier, Atlantic City, N. J.

All around announcer. News, D.J., board, commercials, commercial writing, programming, continuity. Light experience, but hard worker wanting chance. Murray Langer, 70 Parkway, North, Yonkers, New York.

Announcer-staff. News and sportscasts, friendly D.J. show, good play-by-play. Light experience, accent on future, married, can travel. Joe Lynch, 195 Elmwood Drive, Clifton, New Jersey, Mulberry 4-6941.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Experienced announcer-engineer, young, excellent references, progressive station, preferably south. Duane Pagel, 2511 Garfield, N.E., Minneapolis, Minnesota.

Announcer, experienced all phases, specialize hillbilly. Third class license. Single. Ed Scot, 830 N. Stewart Street, Arlington, Va., Phone Jackson 5-5748.

Announcer, single, dependable, draft exempt, light experience, news, commercials, D.J., control board. Will travel. Tape upon request. Gene Tully, Box 29, Harrison, New Jersey.

RADIO

Situations Wanted—(Cont'd)

Announcer, Midwestern graduate. 2032 73rd Court, Elmwood Park, Illinois.

Attention station manager, dee-jay with proven ability to build and hold audience. 3 years experience. Thorough knowledge music and excellent news and commercial delivery, seeks permanent position in top market with progressive operation. Top references. Married, tape, resume. Box 1488, Grand Central Station, New York City.

Technical

Engineer-first phone, 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Engineer am, tv, network, 1st phone, dramatic, musical, experience 7 years. Box 967E, B•T.

First phone — studio control, some experience D.J., announcing. Over two years commercial experience. College graduate. Excellent references. Available November 1st. Box 969E, B•T.

1st phone operator. 2½ years experience in all phases of radio broadcasting. Immediate availability. Box 9F, B•T.

First phone, experienced equipment maintenance, console, recording, remotes, some combo. Box 22F, B•T.

Engineer, four years experience, all phases, draft exemption, first phone. Every offer considered. Prefer south. Box 26F, B•T.

Experienced chief engineer-combo announcer. Maintenance, installation. Box 28F, B•T.

First class engineer-announcer. Several years electronic experience. Desire either straight engineer position, or combination. Prefer work in Mississippi, or Western Alabama. H. C. Clark, Jr., 304 Line Avenue, Philadelphia, Mississippi.

First phone, am-fm-tv experience, age 30, car, available immediately. Mr. Engineer. 206 Furman Street, Syracuse, N. Y., phone 75-8913.

RADIO

Situations Wanted—(Cont'd)

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

First phone engineer, past three years television microwave, also am experience. No announcing. Available November 1st. Contact Cecil Ward, Hugh's Trailer Court, Chillicothe, Ohio.

Production-Programming, Others

Artist-scene designer, married, experienced, desires location with a progressive station. Brochure on request. Box 906E, B•T.

Experienced P.D.-announcer. College graduate. Small southern station, seeks greater opportunity. References available. Box 970E, B•T.

Mature, versatile, experienced. Here's man that's been doing bang-up selling job on air in good market on major network station. Interested in early morning air work. Rest of time selling and servicing. Excellent board announcer. Handle tapes and panel with ease and efficiency. Wants to graduate to larger market, increased income. Easy sincere delivery. Age 39 years, fourteen radio. Best references. Prefer west or south central. All inquiries answered. Answer to Box 973E, B•T.

Now PD-new director in small station. Want step up! Box 3F, B•T.

Top basketball and all-around sports man. 5 years PD. Brief, but effective sales stint. Consaider any permanent set-up of above combination. Married. Family. 27. College graduate. Best references. Box 8F, B•T.

Program director, news, sports, married, 13 years experience. Two weeks notice, excellent references. Will do fine public relations job. Available for interview on weekends. Permanent position. Box 37F, B•T.

Female copywriter-announcer, negro. Recent broadcasting school graduate. College background. Good commercial copy, good voice. Dependable, conscientious. Samples, tape, resume. Available. Box 13F, B•T.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:

- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

Opportunity for young man with radio or television sales background to join radio-tv sales staff of growing uhf station. Insurance, hospitalization, pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Technical

Maximum power vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. **Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.**

Immediate opening for tv continuity writer. Television experience necessary. Please give full experience background, references, copy samples, photo and salary expected with first letter. Address Dan Durniak, WJNO-TV, P. O. Box 510 Palm Beach, Florida.

Production man, director, technical-director, with commercial understanding wanted for aggressive, growing, fully equipped WMTV (Channel 33), Madison, Wisconsin. Must be keen, quick, vigorous, ambitious, imaginative. Immediate employment and plenty of potential in world's most beautiful college community. State experience, expected starting salary, idiosyncrasies. Write Jerry Bartell, WMTV, Madison.

Situations Wanted

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

TELEVISION

Situations Wanted—(Cont'd)

Salesman

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Experienced salesman, intangibles in competitive New York market. Interested in all phases of television, sales and management. Must enter television, locate anywhere. Box 29F, B•T.

Technical

Experienced am operation and maintenance. Seeking chief or tv opportunity. Box 986E, B•T.

Production-Programming, Others

Program-production manager, currently employed major market vhf station. Diversified background, excellent references. Box 949E, B•T.

Continuity director—1½ years' tv experience as department head, writer, publicity, promotion, sales background, college, 28 years old, family. Seeking permanent connection in media or agency offering future. Box 972E, B•T.

Experienced young woman. Tv programming, operations, film, sales. Denver preferred. Box 974E, B•T.

Got CP? Thoroughly experienced PD put two television stations on air. Can do same for you. Box 982E, B•T.

Six years experience: programming, production, continuity. Seeking executive position; medium, large market. As PD, launched two television stations, radio station. College education. Best references, including previous employer. Available for personal interview or immediate employment. Box 983E, B•T.

Presently employed—tv cameraman. Excellent experience all studio operations. Video, audio, floor mgr., lighting, remotes. Desires position production-operations. Prefer east, will consider all offers. Box 991E, B•T.

Tv manager-program or operations. Dependent on market and permanent future possibilities. Confidential. Box 15F, B•T.

Newsman with major network in New York City desirous of making switch to network affiliate or independent. Extensive experience newscasting, film, production, direction, writing. Family man. Can build news or program departments. Radio manager prior to entering tv. Write Box 18F, B•T.

Production supervisor. Little fish in big pond would like to swim upstream. Six years tv producer-director. Experienced all phases production. Respected ability, character. Top references, college degree, age 30, married. Box 31F, B•T.

For Sale

Stations

Georgia single station market $35,000, includes land and building. Minimum $15,000 down. Paul H. Chapman, 84 Peachtree Street, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

New station for lease to right party. Been in operation since June 10. Write details: Clyde E. Thomas, Owner, Box 146, Big Spring, Texas.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Transmitter remote control, new condition. Real buy at $475. Terms if needed. Box 32F, B•T.

(1) Presto, model "Y", portable recorder in first class condition. Original cost $600, now $150. (2) Rek-O-Kut 78-33 heavy duty transcription turn tables. Original cost $125 each, now $50 each. (3) RCA PG-201 16mm projectors (ideal for tv film screening). Original cost $300 each, now $100 each. (2) 833 tubes. Never used. $25 each. (1) Cincinnati time clock. Used one year. Original cost $300, now $150. Write Baldwin, KDYL, Salt Lake City, Utah.

Test equipment. Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

A large quantity new RG-11U coax and #10 soft drawn copper wire. WDZ, Decatur, Ill.

Remote control system. WOKO going under one roof; will sell Gates remote system. Only eight months old, bugs all out. Reduce your payroll hundreds of dollars. Jim Healey, WOKO Albany, New York.

1—125' Blaw-Knox self supported tower, 1—85' Ideco self supported tower, 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, ⅞, 2⅝ and 3⅛ coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:

- **Field Switcher System**
- **RF Load and Wattmeter**
- **TGIOA Field Sync Generator**

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street New York 19, N. Y. Plaza 9-2929

Wanted to Buy

Stations

Part interest, preferably controlling interest, one station market, East Alabama or Southwest Georgia town. Write Box 965E, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Former station owner wants to buy station in southeast. Will invest up to $50,000, one-third down. Replies confidential. Write Broadcaster, 1256 Waughton Street, Winston-Salem, North Carolina.

Equipment Etc.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

Self supporting FM tower 200-250 ft., accessories. Give full details. Box 904E, B•T.

Wanted, disc recorder in top condition. Give full details and price wanted. Box 976E, B•T.

Used 4 or 8 bay Collins or Andrew fm antenna. Box 981E, B•T.

Wanted: RCA tv field equipment, camera, field sync generator, field switcher, power supplies., microwave equipment. Advise cash price and full particulars. Box 999E, B•T.

Collins fm antenna 37M6 on 3 and ⅛ inch line or other antenna for use with 10 kw fm transmitter and power gain of 6. KPFA, Berkeley 4, California.

Two turntables, 3 speed, good condition. Will pay cash. Phone WIKK, 23-248, Erie, Pennsylvania.

Immediate cash for new, used equipment, uhf, fm, am transmitters. Complete description full details to Richard Ajello, Camana 631, Lima, Peru.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

Salesman

Immediate opening for aggressive, strong, successful radio salesman for well accepted network station in competitive three-station Maryland market. Good monthly draw to start. Must have car. Sincere, honest worker can establish fine permanent income. No floaters or one-time hotshots. Reply Box 988E, B•T.

TELEVISION

Help Wanted

Production-Programming, Others

LEONARD FRANKEL

We need you to head
Staff on TV Station
Sales Promotion.
Write Box 27F, B•T.

Situations Wanted

Production-Programming, Others

It takes a certain something besides experience to become a really good tv producer-director. I think I have it . . . a flair that could be of great value to you. BUT I NEED EXPERIENCE!

PRO	CON
College Degree . . . Creativeness	
Art background . . . Ingenuity	Inexperience
Showmanship . . . Ambition	
Enthusiasm . . . Sense of timing	

I have the qualifications.

Won't you give me the experience?

Box 971E, B•T

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand
NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
New Term starts soon
Enroll Now. DE 2-5580
Placement Service

Miscellaneous

Owner, Writer-Director
of Radio's Only
DRAMATIC AMATEUR HOUR*
seeking:
PACKAGE PRODUCERS

To record show in various sections of the country, on regionally sponsored basis.

Box 34F, B•T.

*Show on 50,000 Wt. station Transcription available

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

★ ★ ★

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

Experienced

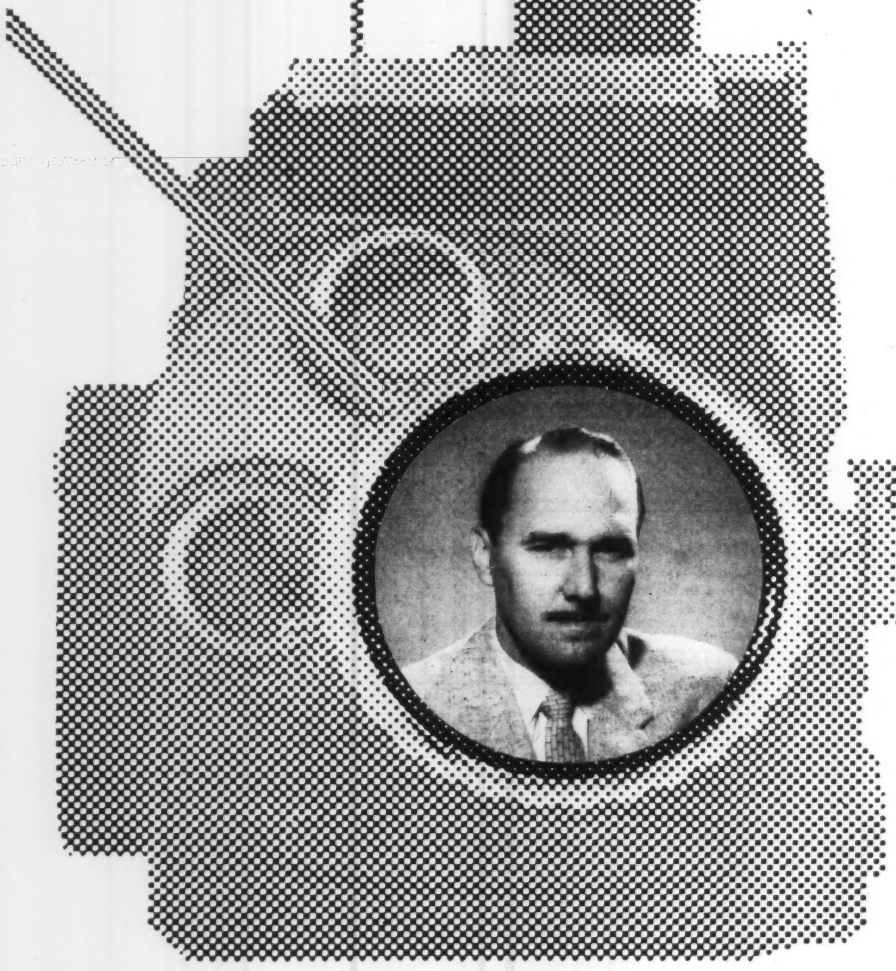
Television Micro-wave Engineers
AM Transmitter Engineers
Available

1st Phone-Reliable-Capable

AM Transmitter Going Remote
Inter-city TV Relay Eliminated
For Information
Write Box 33F, B•T

LOOK - I'M A CAMERA

one of WHIO-TV's four film cameras



. . . and that's my boss, Don Wayne, news and public affairs director of WHIO-TV. What a busy newsman he is . . . he keeps me, my friend the 35 mm. Contaflex camera and our new Auricon Sound camera on the go all the time. Our full-time photographic department is always focused on some local story using our film on one of WHIO-TV's five news shows each day. For national film coverage, we have UP Movietone News.

On the film strip is Leonard Ritz, head cameraman and film editor. You also see just a part of our news-gathering equipment used to handle any news assignment.

. . . now, you can see . . . I'M A CAMERA . . . and I work for WHIO-TV . . . and I'm proud to say that we're *THE* station in Dayton, Ohio, offering the most complete, comprehensive news coverage.

George P. Hollingbery,
National Representatives

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

October 18, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
►KVOA-TV (4) ABC, NBC; Raymer; 30,226
Yuma†—
►KIVA (11) NBC, DuM; Grant; 22,764

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 16,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,901,124
►KHJ-TV (9) DuM; H-R; 1,901,124
►KNXT (2) CBS; CBS Spot Sls.; 1,901,124
►KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,901,124
►KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
Sacramento Telecasters Inc. (10) 9/29/54-Unknown
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KTIV (TV) Sioux City, Iowa (ch. 4), Oct. 10.

KALB-TV Alexandria, La. (ch. 5), Sept. 28.

KPLC-TV Lake Charles, La. (ch. 7), Sept. 29.

KFVS-TV Cape Girardeau, Mo. (ch. 12), Oct. 3.

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,005,960
►KPIX (5) CBS; Katz; 1,005,960
►KRON-TV (4) NBC; Free & Peters; 1,005,960
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
Sequoia Telecasting Co. (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WRC-TV (4) NBC; NBC Spot Sls.; 636,000
WOOK-TV (50) 2/24/54-Unknown
►WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
►WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

LET'S LOOK AT FACTS

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

Wabash Valley

- 227,000 Homes *(147,000 TV homes)*
- $714,500,000 Retail Sales in year '53-'54
- One of the Mid-west's most prosperous industrial and agricultural markets
- Blanketed ONLY by WTHI-TV's 316,000 watt signal

118,000*

UNDUPLICATED TV HOMES!

WTHI-TV

CHANNEL 10

TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Bolling Co.

* Send for Proof

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
► WIRK-TV (21) ABC, DuM; Weed; 33,200
► WJNO-TV (5) NBC; Meeker; 216,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 105,900
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,341
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
► WINT (15) See Waterloo
WANE-TV (69) 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 197,733
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 367,914
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/19/54 (granted STA 10/6/54)
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland Spring—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
► WCSH-TV (6) NBC; Weed; 126,729
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 61,624

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 455,596
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 67,900
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 88,145
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 487,910

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill

Windy, the popular spirit of television in Central Kansas, is celebrating the continued success of the state's first TV station! KTVH pioneered the field for 230,140 homes and continues to serve them best with programs of local and network origin.

KTVH
WICHITA - HUTCHINSON
CHANNEL **12**
VHF 240,000 WATTS
CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager*.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755

St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 59,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000

Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000

Mt. Washington†—
► WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43,797
► KGGM-TV (13) CBS; Weed; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-11/1/54

Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500

New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 348,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 348,000

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 233,375
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,059,858
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 173,820

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 109,968
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 35,830
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 220,900
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 2,044,209
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 170,000
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 184,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/15/54 (granted STA 9/23)
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 87,192

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 101,465
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 88,940
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 56,821
► KGNC-TV (4) NBC, DuM; Katz; 56,821
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Unknown
► KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000
325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTLJ (13) ABC; 2/23/54-Nov. '54
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,500
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 212,750

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

That's right! Here in Pennsylvania 1 buy does cover 3 markets when that one buy is WJAC-TV, Johnstown. You not only get the Greater Johnstown market but also the sweetest slice of Pittsburgh AND Altoona! Latest Hooper standings show WJAC-TV

FIRST in Johnstown
(a 2-station market)

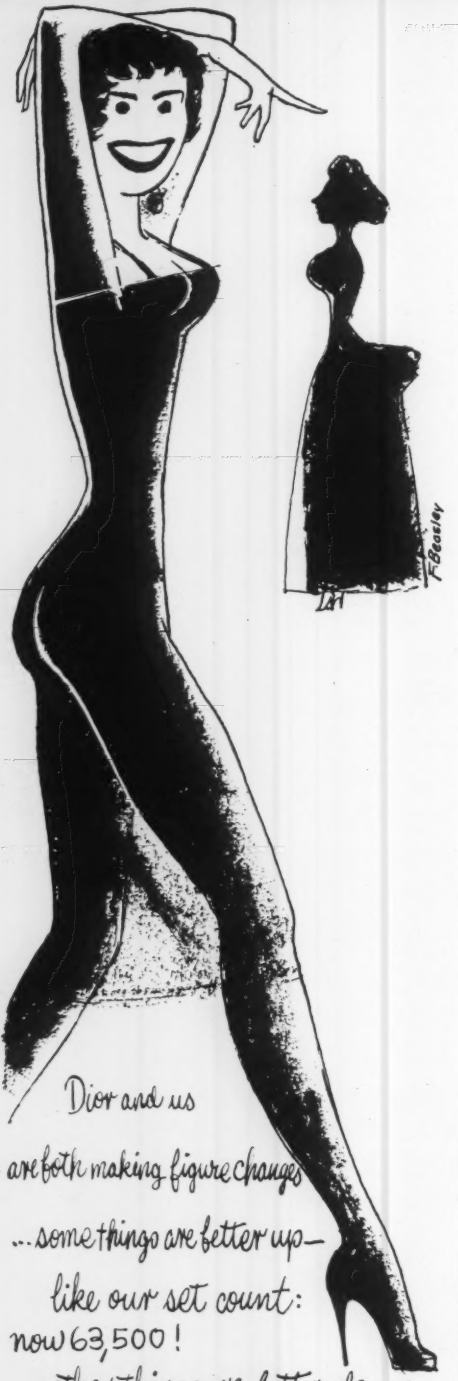
SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

If you really want to sell in southwestern Pennsylvania, you can have your cake and eat it, too . . . by choosing the 1 market that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!


Dior and us
are both making figure changes
...some things are better up—
like our set count:
now 63,500!
other things are better down
—like our costs:
"more viewers per dollar
than with any other Texas TV!"

CBS & DUMONT TELEVISION

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC, NBC; Pearson; 12/7/54-10/15/54 (granted STA 9/30/54)
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 41,237
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 465,873
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 441,140
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 59,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) ABC, DuM; Bolling; 345,173
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WSAU-TV (7) CBS; Meeker; 5/12/54-10/17/54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 409; total cities with stations on air: 274. **Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 33,161,781.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

Oct. 19: Senate Juvenile Delinquency Subcommittee hearing on tv programming, Washington, D. C.

Oct. 19: NARTB Convention Committee, Mayflower Hotel, Washington.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Ohio Chapter, American Women in Radio & Tv, Carter Hotel, Cleveland.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

CORSN

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 18-22 (3:30-4 p.m.): *Bob Crosby Show*, participating sponsors.

Oct. 18 (10-11 p.m.): *Studio One*, Westinghouse Electric Co. through McCann-Erickson.

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Oct. 29 (8-8:30): *Mama*, General Foods through BBDO.

Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party*, participating sponsors.

Nov. 5 (7:45-8 p.m.): *Perry Como Show*, Liggett & Myers Tobacco Co., through Cunningham & Walsh.

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show*, Gold Seal Co., through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway*, Westinghouse Electric Co., through McCann-Erickson.

NBC-TV

Oct. 18 (8-9:30 p.m.) *Producers' Showcase*, "Tonight at 8:30," co-sponsored by Ford Motor Co. and RCA through Kenyon & Eckhardt.

Oct. 21 (9:30-10 p.m.): *Ford Theatre*, "Segment," Ford Motor Co. through J. Walter Thompson.

Oct. 23 (9-10:30 p.m.): *Max Liebman Presents* "Follies of Suzy," starring Jan Moire and Steve Allen, Oldsmobile through D. P. Brother Co.

Oct. 28 (9:30-10 p.m.): *Ford Theatre*, "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.

Oct. 31 (3-4:30 p.m.): *Tv Opera*, "Abduction from the Seraglio," sustaining.

Nov. 4 (9:30-10 p.m.): *Ford Theatre*, "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents* (name to be announced), Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Nov. 11 (9:30-10 p.m.): *Ford Theatre*, "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WSAU-Tv

WAUSAU, WISCONSIN

CBS • NBC
ABC • DuMont

CHANNEL 7
89,800 watts
1,921 ft. above sea level
540,000 population
$662,899,000
spendable income
152,000 homes

Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.

Stockholders Include
RADIO STATIONS:
WSAU - WFHR - WATK
NEWSPAPERS:
Wausau Daily Record-Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhinelander Daily News
Antigo Daily Journal

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

'Broadcastingtown'

THE TRUE value of Cunningham & Walsh's patient study of the influence of television on its guinea-pig community of New Brunswick, N. J., is only now becoming evident.

In the seven years that the agency has been examining the habits of the citizens of what it has termed "Videotown" a record of incomparable utility has been compiled. It shows, year by year, how people have adjusted their lives to television ownership.

As reported in this publication last week, the seventh Videotown survey emphasizes the extent of that adjustment. Television has forced a remarkable reallocation of peoples' time.

In earlier periods of television penetration, the tv set not only commanded tremendous attention for itself but distracted attention from other interests. Radio listening, movie-going and reading declined sharply—some almost to the vanishing point—when tv first came to town. Now, however, although people still watch tv as avidly as ever, they are making still more adjustments. They also are listening more to radio, reading more, going to more movies.

The increase in radio listening among television owners in Videotown is particularly gratifying. It reinforces the belief that radio is a basic medium which not only will hold its own but actually gain ground against television competition.

In the light of growing radio attention in New Brunswick, Cunningham & Walsh might consider changing its name for the laboratory community. Since radio and tv are now definitely there to stay, Videotown could better be called Broadcastingtown.

Lamb Stew

SINCE Sept. 15 the FCC Broadcast Bureau has been prosecuting Edward Lamb, with occasional pauses to let opposing counsel rest their abused throats and an army of investigators search for new means of showing that everybody involved in the case is psychoneurotic, subversive or immoral.

It has been as squalid a spectacle as the most unreserved tabloid editor could wish for.

If solid evidence has been produced to support the charge that Mr. Lamb has lied in saying he never had Communist ties, it is buried in an unwholesome mass of scandalous speeches by attorneys. To be sure, much of the speechmaking has been done by Mr. Lamb's counsel, but the Broadcast Bureau, the hearing examiner and the defenders of Mr. Lamb share the responsibility for turning a regulatory hearing into the kind of case that would have been more in order in a Chicago police court of the Capone period.

It is impossible, of course, to know before the completion of the case whether the FCC had reasonable evidence to support its decision to set Mr. Lamb's WICU (TV) Erie, Pa., for license renewal hearing. Indeed it is beyond our province to predict the outcome of a case that is now in the early stages of what may become an exceedingly intricate journey through the courts.

Whatever the outcome, however, it can be said at this point that the conduct of the case—on both sides—has utterly prevented intelligent presentation of evidence.

If the FCC still considers it has a case against Edward Lamb, it might be well advised to end the present performance and start all over again, with people in charge who have the ability to discipline themselves, the witnesses, and Mr. Lamb and his attorneys.

Make It a Landslide

ACTION of the tv broadcasters of Michigan in banning dramatized beer and wine commercials is a timely example of self-regulation. It already has become a groundswell and could spread throughout the medium.

The pledge is to stop the showing of actual consumption of beer and wine. It is not a case of knuckling under to the bluenosers. Rather it is a matter of prudent management.

The beer situation should be handled at the local level. Alcoholic beverage business on the networks is not as big a factor as most people imagine. For the first six months of 1954 it amounted to less than 2% of total revenue.

Stations will not be placed at a competitive disadvantage if they agree, uniformly, to accept no dramatized commercials. We hope the Michigan groundswell becomes a landslide.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well! You really loused up the So-Ezy Paint Co.'s do-it-yourself show!"

Diversification Crazy-Quilt

A CRAZY-QUILT rather than a pattern is emerging from recent decisions of the FCC in contested television cases. No clear line can be drawn to indicate which way the FCC will go in any given contest. The notion is that the Commission is operating by the seat of its pants, with the tailoring to fit the whim of the moment.

Even though there appear to be no established criteria, newspaper applicants contend the FCC is discriminating against them. And many a veteran station owner will attest that the newcomer is getting the break; that the FCC is operating on a "one-to-a-customer" thesis, or put another way, "those that have, won't get."

There is justification for each contention in these recent decisions. But members of the FCC have insisted there is no anti-newspaper policy and that certainly old-line stations are not being given the *coup de grace*. The Commissioners should read some of their own decisions.

All these disjointed acts are being committed through the devise of the so-called "diversification of mass media" concept. It has become the key determinating clause, along with public interest, convenience and necessity. It is kneaded and worked around to fit any conceivable situation. And, more times than not, it is the basis for denying an existing station owner (particularly one with a newspaper interest) and of granting the opponent, usually a newcomer, with little or no background or experience in serving the public.

This demonstrably was not and is not the intent of Congress. Recently we pointed out here that Congress eight years ago wanted to write a specific anti-discrimination provision into the law. Then two years ago it again proposed such an amendment (in writing) but tabled it after the FCC once again assured it that there has been no discrimination and would be none.

Evidently the FCC has not learned that lesson. So, for the edification of the FCC, it's hearing examiners and the newcomers to the Commission, we again publish the text of the so-called "Anti-Discrimination Amendment" proposed in the last Congress:

> The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership.

Unless the FCC brings some semblance of consistency into its decisions, we predict the Congress won't be so easily dissuaded from acting upon the anti-discrimination amendment.

QUIZ CLUB

Monday thru Friday 1:00 p.m.

No question about it . . . the Quiz Club can increase your sales because this exciting and popular television show is in a perfect time slot featuring two great personalities . . . Brent Gunts and Jay Grayson. Both have long and excellent records in TV experience. They greet studio guests with samples of advertised products. Actually the Quiz Club offers a night-time audience at day-time rates.

Brent Gunts

Jay Grayson